

LOOK

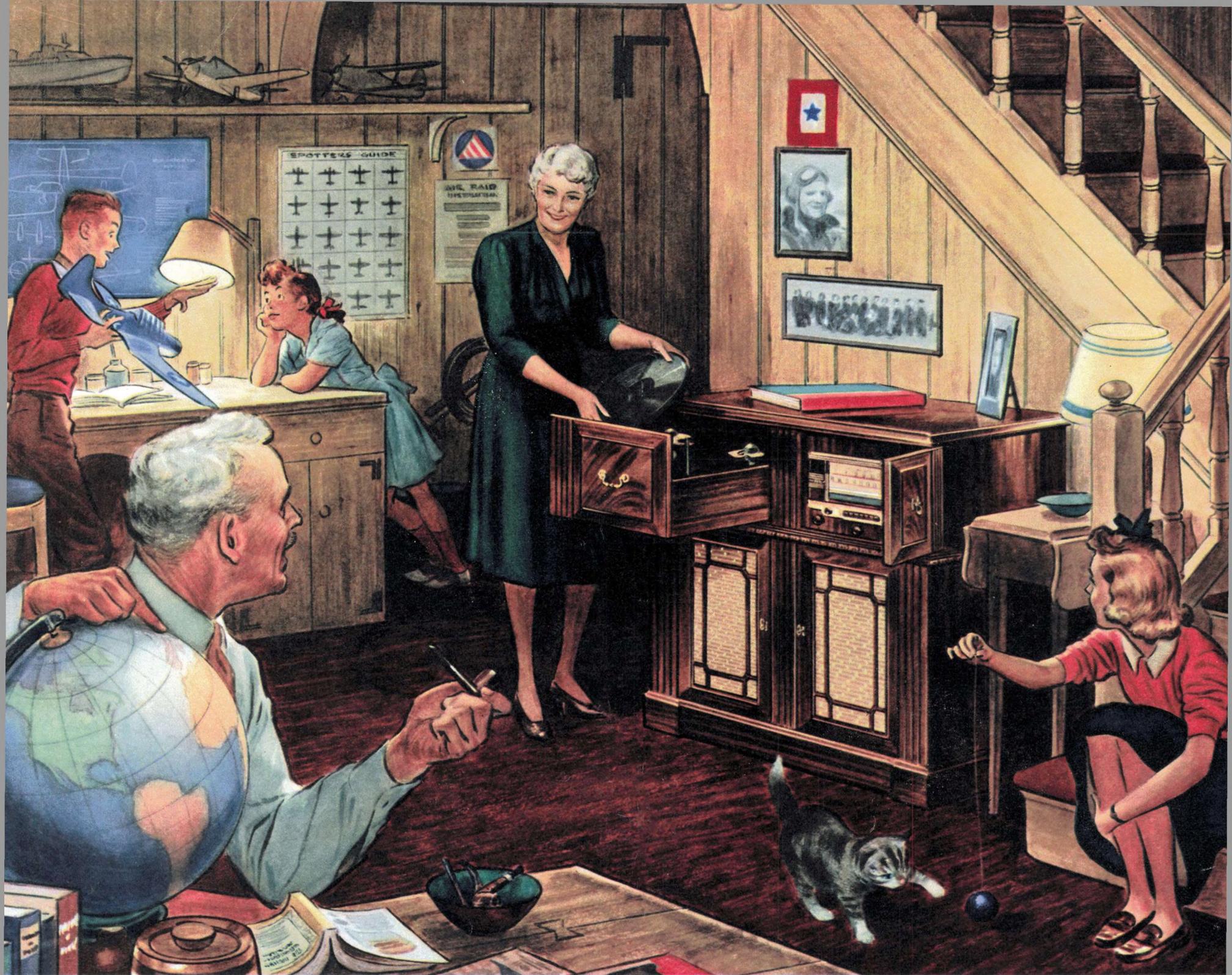
SEPT. 21, 1943 **10¢** 12¢ IN CANADA
YEARLY SUBSCRIPTION \$2.50

ARE THESE OUR CHILDREN?
—Can We Keep Them Out of Trouble?

Preview of 1943 College Football
By GRANTLAND RICE



ROOSEVELT: WAR PRESIDENT
(Page 28)



"We never knew till now how much enjoyment an FM radio-phonograph could give us!"

The car's in the garage. Shoe leather is scarcer. Everybody's staying home more now—and it's turning out to be fun!

And you are doubly fortunate if you own a General Electric FM radio-phonograph.

This electronic instrument is two instruments in one. You flick a button, and in comes the news of the world, a play, a comedy, a symphony orchestra, a dance band.

Your mood changes. You want another kind of relaxation. So you flick another button, put on the records, settle back, and the *permanent* treasures of the world's music are at your command.

What endless hours of delight await you then! The great symphonies of Beethoven, Brahms, Schumann. Glimpses into fairyland on children's records—the story of Red Riding Hood, and Babar, and Sleeping Beauty. Gems of jazz, and historic moments such as Congress' Declaration of War.

All the inspiration, the entertainment of recorded music, plus the eventful happenings of our day—in one glorious instrument!

General Electric is building radio for military purposes alone now. But after Victory, the General Electric radio-phonograph with FM (Frequency Modulation) will be available to every one, at a

modest and reasonable price. It will be a finer instrument than ever before, because of wartime developments in the science of electronics.

FREE: Send for the fascinating 32-page book in full color: "Electronics—a New Science for a New World." Tells the story of FM radio. Hundreds of thousands of copies have been printed. Write for a copy to *Electronics Department, General Electric, Schenectady, New York.*

Tune in "The World Today" and hear the news direct from the men who see it happen, every evening except Sunday at 6:45 E. W. T. over CBS. On Sunday listen to "The Hour of Charm" at 10 P. M. E. W. T. over NBC. Buy War Bonds today for the better things of tomorrow—including a G-E FM radio.

GENERAL  ELECTRIC

Leader in radio, television, and electronic research

170-810

Every General Electric radio is an electronic instrument

Radio is a product of electronic research. The newest kind of radio is FM (Frequency Modulation) which brings you "Natural Color" reception—with all the *overtones* that you miss in conventional radio.





Trustworthy in a hundred little emergencies

Looking back into your childhood many of you can remember your first cut finger, your first scratched foot, your first sore throat . . . and the speed with which Mother brought out the Listerine Antiseptic bottle.

In the decades that followed the discovery of antiseptic surgery, fathered by Lord Lister for whom Listerine Antiseptic was named,

this safe antiseptic became a trusted first-aid in countless little emergencies. Its bright amber liquid gleamed from the white shelf of the medicine cabinet and from the black bag of the family physician.

And with medicine making magnificent strides, and research uncovering new truths each day, Listerine Antiseptic continues to

hold first place in the esteem of critical millions who demand of their antiseptic rapid germ-killing action combined with absolute safety.

LAMBERT PHARMACAL Co., *St. Louis, Mo.*

IN SERVICE MORE THAN 60 YEARS

**LISTERINE
ANTISEPTIC**

the safe antiseptic and germicide



We think that the best story the late Eric Knight ever wrote is "Lassie Come Home." We liked his "This Above All" but when it comes to "Lassie" we liked *this* above all.

So much for the wonderful book—now for the wonderful picture. It is called "Lassie Come Home."

We predict that the whole country will go to the dog when they hear the word-of-mouth praise from those who have seen "Lassie."

But while one of the greatest dramatic performances of the year is given by a collie, this picture is for *all lovers*, including dog-lovers.

Actually we don't love people who aren't dog-lovers. We like man to be dog's best friend.

Yes indeed, "Lassie" is a human thing. It takes a sudden dive to the bottom of your heart and stirs up the waves of compassion and understanding.



It is a picture of suspense—as exciting as any thriller you've been thrilled by and more artistically told.

Out at the Metro-Goldwyn-Mayer studio they're handing bouquets to young Fred Wilcox who turned in this first feature directorial assignment.

Rarely has there been a better cast in a motion picture. To name a few—Roddy McDowall, Donald Crisp, Dame May Whitty, Edmund Gwenn, Nigel Bruce, Elsa Lanchester. Sort of makes you think of the cast of "How Green Was My Valley," doesn't it?

Hugo Butler, who wrote the screen play from the Eric Knight "best-seller," pulled his copy out of the top drawer. And Samuel Marx produced "Lassie" with loving care.

What is it that makes a picture click? Is it the plot? The performances? The direction? Surely all these. But something more.

It is personality and feeling. And as the broad beautiful scenes in Technicolor unfold, we do more than admire. We find ourselves in the grip of a characterful drama that will be played in theatres over and over again.

Inquire of your favorite theatre when "Lassie Come Home" will be played. If you are a father, bring your wife and kids. If you are a mother, bring your husband and kids. If you are a kid, take the lazy grown-ups in hand.

Go out of the house to see "Lassie Come Home."

We're just a lion who's putting on the dog.

—Leo



LOOK

VOLUME 7, No. 19 SEPT. 21, 1943
OVER 2,000,000 CIRCULATION



For Victory
BUY
WAR BONDS
AND STAMPS

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Behind the Scenes with LOOK

Grantland Rice, who previews the 1943 college football season on pages 58-63, is America's best-known and best-loved sports writer. Through his widely syndicated newspaper column, *The Sportlight*, his contributions to magazines and his movie-short sports features, Rice has made himself a more durable celebrity than most of the athletes whose feats he has chronicled for the past 40 years.

Born 62 years ago in Murfreesboro, Tenn., Rice played football, excelled in baseball at Vanderbilt University (where he was graduated in 1901). He still retains a keen competitive spirit, shoots—in the 70's—a scrappy game of golf.

After college, Rice worked on newspapers in Nashville, Cleve-

land and New York until 1930, except for a year when he served in World War I as a lieutenant of artillery.

Noted for his prodigious memory—and his unfailing friendliness—Rice can recall who was on base in any inning of World Series games as far back as 1910, entire sequences of plays in football games of 20 years ago.

Bankers and bootblacks stop him on the streets to ask about sports. Rice talks with all of them, leading one colleague to observe: "He is absolutely without power to end a conversation and walk away from man, woman or child."

Rice lives in New York. He is married to the former Katherine Hollis, of Americus, Ga., has one daughter, actress Florence Rice.

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COVER picture of President Roosevelt was painted from an unusual angle by Ray Prohaska, who has done several other LOOK covers. For more on the President — an album of his official activities in World Wars I and II—turn to pages 28-32.

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A salute to the brave and vitally important U. S. Army Engineers

THE SUN
NEVER SETS
ON THE
MIGHTY JEEP

ENGINEERS BRIDGE NEW GUINEA RIVER UNDER FIRE

WITH JEeps FROM WILLYS-OVERLAND

AN American army engineer who had just returned from active service in New Guinea, described this exciting incident. From his vivid word picture Mr. James Sessions, famous war artist, painted the illustration above. The army engineer says it is "amazingly realistic." This is the story:

* * *

"It was one of those hot, sweaty days in the jungles of New Guinea. Our fighters had driven the Japs back all the day before, through tangled jungle and over rocky escarpments.

"They were just approaching a ponton bridge which we engineers had put across the river under cover of a typical morning mist, when an order came from our commanding officer for a flanking movement.

"A force was to cross the river about two miles downstream. And that meant another bridging job for the engineers, in broad daylight.

"With our combat guard, our trusty Jeeps from Willys-

Overland and bridge equipment, we covered those two miles in nothing flat.

"The river was depth-tested, and a crossing point was selected. Then began the fastest bridge-laying operation I ever expect to see.

"We had hardly begun when we heard planes overhead and we all knew we were in for a job, *under fire*.

"The big pontoons were quickly inflated. A Willys-built Jeep hauled them into the water, one by one. Another Jeep nudged them into position and held them against the current. Skilled engineering hands secured the pontoons and laid the flooring.

"Meanwhile, other Jeeps had ploughed across the river and their crews were blasting away at Jap planes that were continually bombing and strafing the operation.

"With the engineers and their 'mighty' Willys-built Jeeps working as a perfect team, we laid that emergency bridge in record time.

"The last floor plank was hardly in place, when our flanking

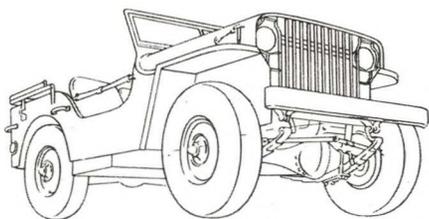
troops came into view. They crossed the bridge and the attack moved forward as planned—to give the Japs another helluva beating!"

* * *

We salute the brave and efficient U.S. Army Engineers. They are the advance guard and trouble shooters who pave the way for our fighting forces, *wherever the going is tougher than tough*.

It was Willys-Overland's fine staff of engineers who, in close cooperation with Army Service Forces, created and perfected the Jeep. This unit of America's modern motorized army is procured and maintained by the Ordnance Department for our fighting forces—throughout the world.

The world-renowned "Go-Devil" engine that drives all Jeeps with such power, speed, flexibility and economy, is an exclusive Willys-Overland development.

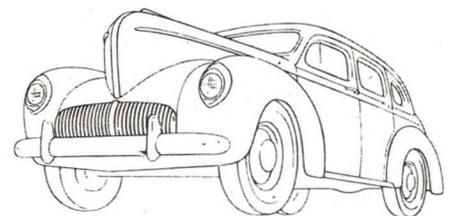
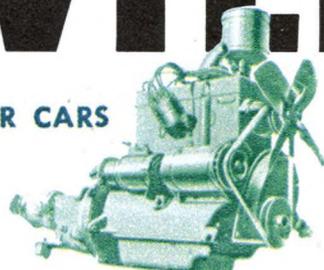


U. S. ARMY JEEP

WILLYS

MOTOR CARS

TRUCKS AND JEeps



AMERICAR—the People's Car

THE GO-DEVIL ENGINE—power-heart of WILLYS CARS and all JEEPS

Remember the last time you had a cold?

Your throat was as raw as a side of beef...



and "ordinary" cigarettes felt hot and harsh

So you switched to KOOLS. If you found them fresh and soothing then



Wouldn't you be smart to smoke them all the time?

Start today! Switch from "Hots" to KOOLS

for good!



Letters and pictures from LOOK readers

Address letters to Editor of LOOK, 511 Fifth Avenue, New York, N. Y.



NAZI NURSE

To the Editor: Some mothers might hesitate to entrust a child to "Heydrich the Hangman," but not I. And Kathleen, my 7-month-old daughter, appears to be pleased rather than shocked by the Nazi nurse bending above her. I suspect she knew all the time it was really a friend of ours, John Carradine, the Hollywood character actor who has the Heydrich role in the picture *Hitler's Hangman*. One afternoon, when the Carradines were taking care of Kathleen, and John was posing in his Nazi uniform, this scene (above) occurred. The father of two children himself, John was apparently not the least bit disturbed when Kathleen called for a change of costume. He went skillfully to work with diaper, pins and powder.

By the way, in this picture, John is wearing a special nose which he molded for the Heydrich part.

MRS. JOYCE KELLY
Hollywood, Cal.

SINATRA SAYS

To the Editor: Working with organist Ethel Smith (LOOK, Aug. 10) on the radio *Hit Parade* has opened my eyes—or ears—to the amazing work that can be done on an electric organ. Playing fast rumbas and sambas on this difficult instrument, as Ethel does, requires the finest musicianship and co-ordination of hands and feet. I'm glad to see this recognition of her skill and virtuosity.

I've been working with swing musicians for some time, and they're pretty swell guys, but shortsighted on one point. They tend to minimize the ability of women musicians. I know that Ethel's excellent performances have done a lot to overcome this undeserved prejudice.

FRANK SINATRA
Hasbrouck Heights, N. J.

Sinatra brings his tuneful crooning back to New York this month after a movie workout in Hollywood.—Ed.

AIR HISTORY

To the Editor: An editorial note on your *Letters* page of August 10 has been called to my attention. It states that Lt. Lewis C. Rockwell was the first U. S. Army officer to give his life as a pioneer of the air. May I suggest that you check the book, *How The Army Grew Wings*, in which is the documented fact that Lt. Thomas Selfridge was the first. He was fatally injured while flying with Orville Wright in 1908, four years before Rockwell died.

GEN. FRANK P. LAHM
Mansfield, Ohio

Gen. Lahm, co-author of the book, is correct; Lt. Rockwell was fourth to die.—Ed.

THE OLD WAR CRY

To the Editor: Your article on *Rookie Cook* (July 27) stirred up a lot of talk among the boys of Company F. We don't think Army cooks deserve nearly as much credit as you give them, although they would if they did their jobs as thoroughly as a field soldier. We know the food sent to the armed forces is the best available, but the chow turned out by the majority of cooks is something else again. The cooks get excellent meat, which could be fixed in numerous tasty ways, but instead they will chop it up into hash.

COMPANY F, 315TH INFANTRY
Camp Forrest, Tenn.

STABLE MANNERS

To the Editor: In your article, *What To Wear On The Farm* (Aug. 10), you recommend high shoes for working in wet barns. There is no excuse for wet barns. My barn, a remodeled stone building over a hundred years old, with white painted walls, a perfectly drained concrete floor, is hosed clean every morning. I could easily milk my two cows here while dressed in a dinner suit, ready for an evening out, without fear of soiling my clothes at all.

GEORGE T. WOOD
Cincinnati, Ohio.

“Since rationing... you can SEE the difference in tires!”



IN the twenty months folks have had to get along on prewar tires, they've found out that Goodyears *do* have the quality-plus we dealers have always claimed for them.

There's no longer any question about that. Today motorists who bought Goodyears before Pearl Harbor have the proof right on their wheels!

Look at these Goodyear veterans

Here on this page, you see pictured one example of how Goodyear tires are standing up, typical of many cases among our customers.

And mind you, these tires had piled up sizable mileage before gas and speed restrictions began. Now after 52,000 miles, they're still carrying on.

Nor is that all. Carcasses as sound as these will be good for many thousands of miles' additional use, when the time comes for a Goodyear Extra-Mileage recapping job.

SYNTHETIC RUBBER TIRES ARE HERE

Now — sooner than expected, but in very limited number — Goodyear synthetic rubber tires are available to essential civilian drivers holding “B”



and “C” cards. In them you will find the same structural excellence, the same tire-building skill that gave prewar Goodyears such long life.

Whether or not you are eligible for these

synthetic rubber tires, make the most of the reserve mileage remaining in your present Goodyears. Have them inspected regularly; install LifeGuards to protect them from puncture injuries; follow wartime driving rules. As the miles mount up, you'll be saying like so many others, “As soon as I can get new tires again, you can bet they will be Goodyears!”



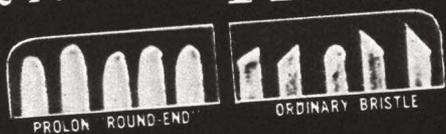
GOOD YEAR
THE GREATEST NAME IN RUBBER

A New Thrill in Radio
GOOD YEAR “SALUTE TO YOUTH”
with Raymond Paige and his Young Americans
Nadine Conner
NBC TUESDAY NIGHTS (See local paper for time)

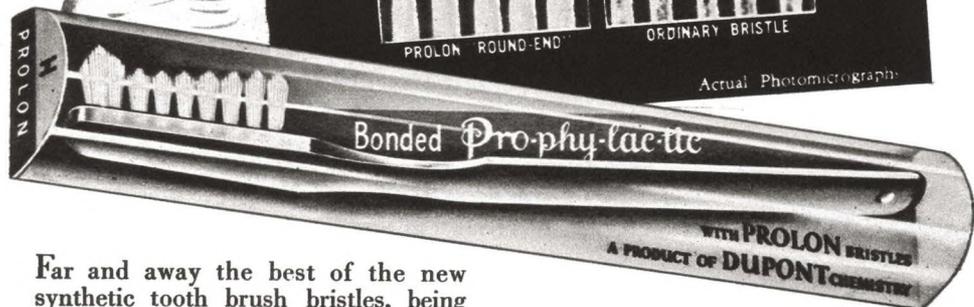
ALAS, POOR BRISTLES!
PRO-PHY-LAC-TIC USED TO PAY
GOOD MONEY FOR 'EM



For years only hog bristle made fine tooth brushes. Then Science made round-end **PROLON**



Actual Photomicrograph



Far and away the best of the new synthetic tooth brush bristles, being marketed under various trade names, are those made by du Pont.

"Prolon" is our trade name for the very finest grade of this du Pont synthetic bristle.

PROLON—no finer bristle made

So, when you read or hear competitive tooth brush claims, ask yourself this: How can the same du Pont bristle, in another brush under another name, last longer or clean better than under the name "Prolon" in a Pro-phy-lac-tic Tooth Brush? You know the answer . . . it can't!

Only PROLON has "round ends"

Pro-phy-lac-tic's big plus is that Prolon is the only synthetic bristle that is rounded at the ends.

It's a fact! Under a special patented

PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.

process, exclusive with Pro-phy-lac-tic, we smooth and round the end of each and every Prolon bristle in the Bonded Pro-phy-lac-tic Tooth Brush. See for yourself how much gentler these round ends are on tender gums!

And with PROLON these other "extras"

In addition to Round-End Prolon, the Bonded Pro-phy-lac-tic Tooth Brush gives you these three important "extras": 1. The famous Pro-phy-lac-tic end tuft, for ease in reaching hard-to-get-at back teeth. 2. Scientific grouping of bristles to permit thorough cleansing of brush after using. 3. A written guarantee for six full months of use.

Next time, get the most for your money . . . get the Bonded Pro-phy-lac-tic Tooth Brush.

P.S. We also make this 23¢ brush . . . the best buy in the lower-price field.



Pro-phy-lac-tic + NYLON
Lowest priced Nationally Advertised
Tooth Brush in the Country

REVERSE ENGLISH

To the Editor: Mr. Dickerson suggests that it would be a good idea to force countries like Germany to speak English (*Letters*, July 27). I agree with him completely. Right here in Nevada, Italians, especially, are still speaking their native tongue. It seems to me "No talkie English, no eatie" should begin at home.

MRS. ROY POTTER
Dayton, Nev.

Only a million and a half of the foreign-language speaking people of the U. S. cannot also speak English.—Ed.

. . . Mr. Dickerson's idea strikes me as a destructive one. The fact that countless thousands of Japanese and Germans have mastered faultless English, voluntarily, without acquiring our democratic spirit should deter us from forcing our language on millions of foreigners. A more constructive policy, during the war, would be for our overseas information services to emphasize prodemocratic sentiments found in German literature itself.

The works of Friedrich von Schiller, for example, are filled with truly democratic passages. William Tell cries out against the semifictional tyrant, Gessler, whom Hitler strongly resembles, and as he notches his arrow for Gessler's heart, whispers: "You have accustomed us to monstrous and abominable things; I must protect the weak and innocent against your rage." And again, he says in Jefferson-like terms: "What hands have built, hands can destroy; but God has established the House of Freedom for us."

The policy of demonstrating these anti-tyrannical strains throughout German literature will be of inestimable value in the victory of the common man. All people, regardless of mental level, have an intense regionalistic or tribal feeling. Whether it is justified or not, this fact must be recognized and used to our advantage. Therefore, revolution should be preached to the German people as their patriotic duty to the land of Schiller and Goethe, Beethoven and Klopstock, the land that Hitler has de-Germanized.

Germans like the 14 operators of the clandestine radio at Mannheim, and Heinrich Adam, instigator of the Luxembourg strike, should be recognized as heroes on the side of freedom. They gave their lives for democracy. Why force the English language on their sons, when they themselves spoke the language of freedom?

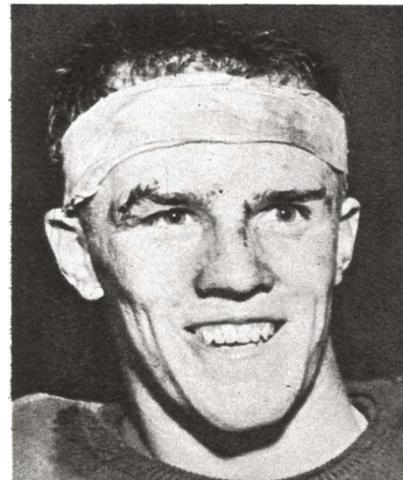
B. LANPHEAR HEIMLICH
Schenectady, N. Y.

TESTIMONY

To the Editor: The Army nurses in your double page picture (*LOOK*, July 27) were the first in combat in New Guinea, not North Africa. They worked hard and conscientiously under the most trying conditions and did everything in their power to aid the sick and wounded. The patients and the hospital staff dubbed them the "Angels of the A. E. F." and, please believe me, we certainly thought they were heaven-sent.

It seems there is no glamour or glory, nor any medals, for the Medical Corps, but these gallant American girls will always be heroines in our hearts.

SGT. F. M. PRICE, Medical Detachment
Hammond General Hospital
Modesto, Cal.



TRACK TALK

To the Editor: You've got the city of La Crosse all riled up because you failed to give recognition to its star athlete. Is it possible that you haven't heard about Harry Cooper (above)?

He consistently pole vaults over 13 feet and has set a new Wisconsin interscholastic high-school record at 13 feet 6 3/4 inches. The top man on LOOK's All-America High School Track Team (Aug. 10) cleared the bar at only 12 feet 8 inches.

BOB DUNN, Sports Editor
La Crosse Tribune
La Crosse, Wis.

LOOK's team was compiled from records of this year's state and sectional meets. Each of the 48 states was invited to submit this information and all material received was considered in the final selection. Wisconsin did not report a state meet, so LOOK could not include Cooper.—Ed.

. . . A little side light on Syl Stewart's winning 880-yard run might interest you. He had his heart set on taking both the 880 and the mile at the state meet this year, but just a day or so before the meet, he caught a bad cold. It was tough, as his coach, to have to tell him, while he was dressing for the 880, that because of his cold he couldn't run both. He was so badly disappointed that I was worried when he got out on the track. I was afraid he wouldn't snap out of it in time to take the race, but the speed of the 880 pacesetter pepped him up enough to capture the lead 50 yards from the finish. He won by four yards in 1 minute, 58.8 seconds.

WILLIAM L. FETTERS
Toledo, Ohio

YOUTH CAN BUILD 'EM

To the Editor: I especially liked your story, *Bomber Mission* (Aug. 24), about the B-25's (Mitchells). My brother, Lt. Ward Olsson, who is flying B-25's in the Aleutians right now, has written that these planes are a pilot's dream come true. He has been in combat about a year now, so he really knows.

I'm only 16 and not old enough to fly yet, but I've been working at the North American plant for the past five months doing assembly work on B-25's. At least, I can build 'em so others can fly 'em.

KENNETH OLSSON
San Gabriel, Cal.



HANDSOME HENNERY

To the Editor: Enclosed is a picture (above) of a model of a Dutch colonial house which I built in 1934. It is 6 feet 3 inches long, 3 feet 6 deep, and 3 feet 8 high, and was built originally for advertising purposes. Recently, however, I put it to quite a different use: I placed it in a plot with a Victory garden, installed lights inside, made it into a home for a mother hen and her nine baby chicks.

JOSEPH A. PETERSON
Rye, N. Y.

ALL IS NOT SILEX

To the Editor: You call the glass coffee maker in your July 27 Photoquiz a "Silex." All glass coffee makers are not Silex, although they are commonly called by this name. Unless my eyes aren't strictly twenty-twenty, this is a General Electric.

G. O. PIPPERT
Cincinnati, Ohio

General Electric it is.—Ed.

WHEN YOU MUST BUY LESS • INVEST IN THE BEST

HART SCHAFFNER & MARX



Let's shorten the war

...and save 100,000 lives a month
and \$300,000,000 a day!

Every 24 hours your country has to dip into the till for another 300 million dollars to prosecute the war. Every month the war is prolonged it is estimated about 100,000 more lives will be lost. ★ We're all in this war together. ★ Let's redouble our war effort. ★ Let's buy those extra Bonds we've been thinking of buying . . . make that appointment at the blood bank . . . Let's do our own job, and then help out on farms, in factories... wherever we can. ★ And let's do it cheerfully!

OUR DUTY as we see it is to give America the best clothes we possibly can. For the better the clothes, the longer they'll last. This means less spending, less chance that inflation will get a hold on the nation.

YOUR DUTY is to buy only what you need. Be content with less. And when you do buy, buy the best... because only the best will last the longest.

NOW, MORE THAN EVER,
A SMALL THING TO LOOK FOR,
A BIG THING TO FIND



BUY WAR BONDS... \$150 BUYS A PARACHUTE



Don't buy glasses. Invest in eye care.

Buying ready-made glasses at a bargain counter may seem incredible to you. Yet too many people still look for bargains in glasses instead of investing in eye care.

Some go to bargain counters and buy ready-made glasses by merely trying on different pairs until they find the ones they *think* "fit" them.

Others fall prey to the bargain lure of "Examinations Free."

In either case, what a pity that there should be such a widespread misconception of the relation of spectacles to eye comfort and visual efficiency.

Glasses are not a commodity to be purchased over the counter. Glasses alone won't correct faulty vision. Your eye comfort and visual efficiency depend upon the skill and knowledge of the professional men who take care of your eyes.

SEEK PROFESSIONAL ADVICE
— not glasses at a price

Your prescription and the manner in which it is interpreted and serviced are the all-important factors.

Don't be satisfied with anything less than thorough eye care. Don't confuse the price of glasses with the cost of eye comfort.

Glasses alone without professional eye care are *never* a bargain at any price.

So go to your Ophthalmologist, Optometrist, Ophthalmic Dispenser for professional skill and services. Your priceless sight deserves the skill and service that only he can give you.

Don't buy glasses. Invest in eye care.

American  Optical

COMPANY



From The AMERICAN Plan for Better Vision

Professional services are worth infinitely more than the cost of the material in the glasses themselves.

EXAMINATION: Professional examination for possible pathological eye conditions.

REFRACTION: Scientific measure of your ability to see.

PRESCRIPTION: Carefully prepared professional conclusions and the proper instructions necessary to correct your vision.

INTERPRETATION: Careful technical and scientific compounding of the exact materials of your prescription.

FITTING: Scientific, minute adjustment of your prescription to *your* eyes.

RE-EVALUATING: Verification of the refraction and the prescription.

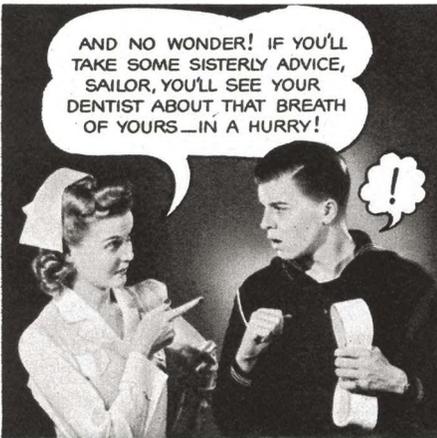
SERVICING: Assurance that the requirements of your prescription are being constantly maintained.

Copyright, 1943, U. S. A., by American Optical Company

NURSES CAN BE DANGEROUS!



WHAT'S WRONG WITH MARY ANYWAY, SIS? GOSH! I JUST CAME ALONGSIDE AND KISSED HER AND SHE SLAPPED ME ONE!



AND NO WONDER! IF YOU'LL TAKE SOME SISTERLY ADVICE, SAILOR, YOU'LL SEE YOUR DENTIST ABOUT THAT BREATH OF YOURS...IN A HURRY!



HERE'S WHAT THE DENTIST SAID:
TO GET RID OF BAD BREATH, I RECOMMEND COLGATE DENTAL CREAM! FOR SCIENTIFIC TESTS PROVE THAT IN 7 OUT OF 10 CASES, COLGATE'S STOPS ORAL BAD BREATH INSTANTLY!



COLGATE'S ACTIVE PENETRATING FOAM GETS INTO THE HIDDEN CREVICES BETWEEN TEETH — HELPS CLEAN OUT DECAYING FOOD PARTICLES — STOP STAGNANT SALIVA ODORS — REMOVE THE CAUSE OF MUCH BAD BREATH



LATER... THANKS TO COLGATE DENTAL CREAM
LOOK OUT, SAILOR! NURSES CAN BE DANGEROUS, YOU KNOW!

NOT ANY MORE, SIS! THANKS TO YOU, MARY'S JUST DECIDED TO SHIP WITH ME FOR LIFE!



COLGATE'S SURE DOES A JOB OF CLEANING AND POLISHING TEETH, TOO!

IT CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH

Tune In! CAN YOU TOP THIS — Saturday Night — NBC Network



PHOTOQUIZ
BOB HAWK, GUEST EDITOR

Quizmaster on "Thanks to the Yanks," CBS, Friday nights



1 Always on the alert is this man with:
(a) barnacles (c) kaleidoscopes
(b) binoculars (d) periscopes



2 Topping off her costume she wears a:
(a) halter (c) chemise
(b) jabot (d) G-string



3 To prettify your table, pick just one:
(a) camellia (c) water lily
(b) moss rose (d) gilded lily



4 Faceless, but unfazed, is heckler:
(a) Charlie McCarthy (c) Harpo Marx
(b) Phil Baker (d) Eddie Cantor



5 Chances are you'd like to meet Miss:
(a) Brown (c) Smith
(b) Jones (d) Atlantic City



6 To blitz New York was the big aim of:
(a) Tarzan (c) Mr. Hyde
(b) M/Toto (d) King Kong



7 Carefull Don't spill a drop from the:
(a) highball glass (c) sniffer
(b) demitasse (d) pony



8 Sinister—with or without a mask—is:
(a) Alan Ladd (c) George Sanders
(b) Peter Lorre (d) Philo Vance



9 He says "Ah" as doc shoves in the:
(a) tongue depressor (c) lollypop
(b) mouth brace (d) denture



10 Camp streets named by soldiers from:
(a) London (c) Berlin
(b) New York (d) Waukegan

As a mental appetizer, LOOK's quip-witted quizmaster rations out this food for thought:

Would you expect an efficiency expert in a pretzel factory to have a hard time straightening things out?

5 FOR EACH ANSWER
 65 passing
 70 fair
 80 good
 90 excellent



11 We'll soon chase Nazis under the:
 (a) Arc de Triomphe (c) Traitors' Gate
 (b) Appian Way (d) Brandenburg Gate



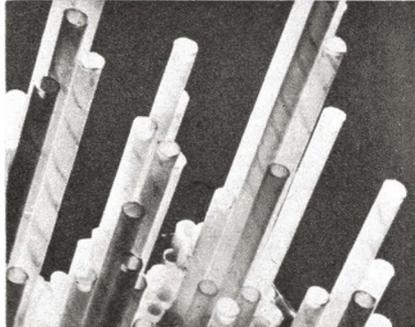
12 Called when Fascists fell out was:
 (a) Balbo (c) Badoglio
 (b) Cellini (d) Carioca



13 Armed thus he'll play a swift game of:
 (a) jai alai (c) lacrosse
 (b) badminton (d) slapjack



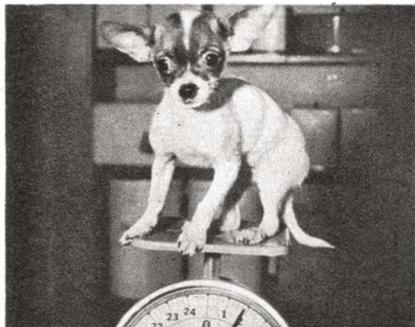
14 Japs quailed before Yank fury at:
 (a) Catania (c) Hainan
 (b) New Georgia (d) Pantelleria



15 A photographer had fun shooting:
 (a) smokestacks (c) skyscrapers
 (b) straws (d) organ pipes



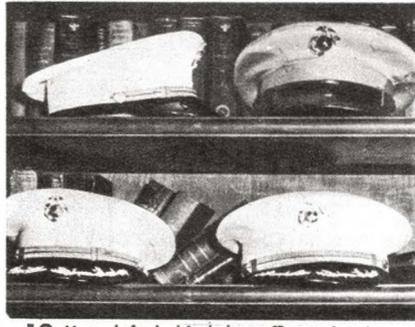
16 This actress from Greece portrayed:
 (a) Pilar (c) Carmen
 (b) Mrs. Wiggs (d) Peter Pan



17 Tossing his weight around is a minute:
 (a) Pomeranian (c) Chihuahua
 (b) pug (d) chinchilla



18 Victory gardeners take pride in their:
 (a) celery (c) Brussels sprouts
 (b) potatoes (d) cauliflower



19 Hats left behind by officers in the:
 (a) Afrika Korps (c) WAVES
 (b) U. S. Marine Corps (d) AAF



20 Pondering a knotty problem of love is:
 (a) Dorothy Dix (c) Frances Perkins
 (b) Beatrice Fairfax (d) Hedda Hopper

How much do you know about Brennan... Falkenburg... Andrews?

NEW ENGLAND BORN WALTER once raised pineapples in Guatemala, now raises cattle in Oregon, will soon raise the roof in Samuel Goldwyn's new Russian epic, "North Star." Yankee-shrewd Mr. Brennan goes for the extra value Regents offer. "They're King Size," he cannily argues, "give you a smoke that's over 20% longer."



BARCELONA BORN JINX began going places early. She swam like a salmon at 18 months, became Chile's swim champ at 16, American model queen and movie starlet at 20. For sport, the athletic Miss Falkenburg chooses tennis—for cigarettes, she favors Regent. Says beautiful Jinx: "Regent's taste is tops!"



EX-ACCOUNTANT DANA has graduated from carrying a spear in Shakespeare to flying a bomber in "North Star." The photogenic Mr. Andrews likes to swim and play tennis, recommends photography for fun and Regents for mildness. "Regent" he declares, "is milder than any other brand."



ALL THREE AGREE that Regents are milder! Yes, Regent's exclusive Multiple Blend makes the difference, makes Regents really mild, always so gentle to your throat. Try milder, better tasting Regents. They cost no more than other leading brands.

Quality tobaccos... Multiple Blended
 make **REGENT**
 The milder, better tasting
 cigarette!

*In any event
wire Flowers*



Whether it's an anniversary, birthday, or just because you're thoughtful . . . in any event, wire flowers — Flowers say things for you in a way people never forget. Flowers boost morale too, so—

In *Any Event Wire Flowers*.

But remember, help is scarce so try to give your FTD Florist enough time to deliver your flowers on time. Another good idea is to ask your FTD Florist to make the selection. He is an expert on the right flowers for any occasion.

IMPORTANT:

Through pooling delivery facilities, FTD Florists are conserving manpower, gasoline and rubber. Because of this, flowers can still be delivered even in restricted areas.



THIS SEAL is your Guarantee of Quality and Dependability

This FTD Seal is your assurance that when you send flowers by wire you'll get full value because all FTD members are bonded. But remember, all florists are not FTD Florists, so look for the FTD Seal on the window.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION

BUY MORE WAR BONDS

PHOTOCRIME

BY AUSTIN RIPLEY

NIGHT CALL: Can you solve this short, short mystery?



1 The new patient in room D-5 is restless, haunted by a vision of lovely Ruth Lia, her blond hair streaming in the wind. "If it weren't for him—she'd be mine!" The whispered thought takes root.



2 At 11:37, at nurse Mona Bruce's night station, a summons from room D-5 interrupts one of Hannibal Cobb's neatly turned compliments. They exchange regrets, and Mona sweeps down the hall.



3 "What's the matter?" asks patient Jan Kemp. Cobb points to the dead Earl Lyle: "Didn't you hear him?" "No, I've been asleep." "Besides broken hands," says Dr. Nash, "he had a bad heart . . ."



4 . . . He might have smothered himself." Mona: "Lyle was asleep when Kemp arrived at nine. Nobody else entered the room." Cobb: "You're under arrest, Kemp!" What gave him away? See p. 66.

MILES
means "a champion"

REGINALD
means "powerful judgment"

ALFRED
means "all peace"

WHAT'S IN A NAME?

CHAUNCEY
means
"silent praise"

ROBERT
means "bright in counsel"

ETHYL is a trade mark name

It stands for antiknock fluid made only by the Ethyl Corporation. Oil companies put Ethyl fluid into gasoline to prevent knocking. The Ethyl trade mark emblem on a gasoline pump means that Ethyl fluid has been put into high quality gasoline and the gasoline sold from that pump can be called "Ethyl."

WHATEVER YOUR NAME—DO YOUR PART IN "THE BATTLE OF THE CENTURY"
Every War Bond—every War Savings Stamp—you buy will help our fighting men punch their way to Victory. Help knock out Germany and Japan by buying more Bonds, more Stamps this month than ever before.

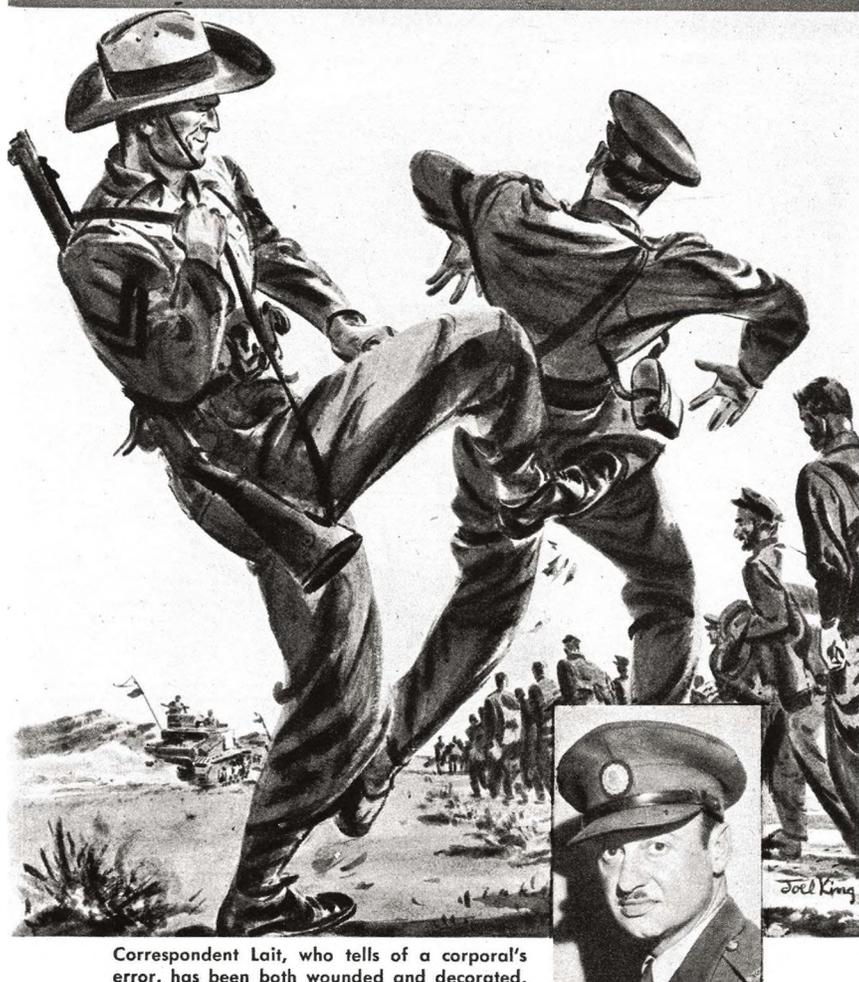
FREE booklet tells what your name means

The meanings and origins of over 900 masculine and feminine names are given in the fascinating illustrated booklet, "What's in a Name?" It's free—no obligation—just mail coupon.



ETHYL CORPORATION
Room 3511, Chrysler Building, New York, N. Y.
Please send me a free copy of "What's in a Name?"

Name _____
(PLEASE PRINT)
Address _____
City _____ State _____



Correspondent Lait, who tells of a corporal's error, has been both wounded and decorated.

MY FAVORITE WAR STORY

Tale of a tough Aussie corporal who kicked a U. S. general in the pants—and what happened thereafter

By George Lait

He covers the war for International News Service

It was a blistering 120-degree day in July, 1942. The 9th Australian Division had just recaptured Tel el Eisa (Hill of Jesus).

With the hill, they took several thousand prisoners, mostly Italians. The gold shoulder insignia of captured officers and the silver stars of noncoms glistened on all sides as grinning Aussies marched long columns of captives back to our lines.

Observing the scene with me was Brig. Gen. (now Maj. Gen.) Frank Milburn, who had been sent by Washington to study the famous British Eighth Army in action.

We had spent the forenoon in a slit trench under Stuka attacks and were a bit rumped. No one, I'm sure, except myself knew that my companion was a general. American uniforms and insignia were then not common in Egypt.

The General Is Interested

Prisoners were an old story to me, so I strolled off to find a bit of shade, leaving General Milburn alone watching a single Australian corporal march past with 200 Italian prisoners.

Hardly had I left his side when he was spotted by the corporal, who saw only a man in a non-British uniform wearing a silver star on each shoulder. Italian noncoms wear stars decidedly similar

to those of the brigadier's. . . . What the hell, this bloke must be an Eyetie!

The Aussie, therefore, stepped up behind General Milburn, gave him a gentle boot in the seat of his pants, snatched the two stars off, and ordered:

"Come awn, Pasquale, 'op into line with your buddies."

The startled American general frowned, then smiled and fell in. I looked up, and there he was—in the prisoners' line.

A Swap in Souvenirs

I rushed over and began to sail into the corporal, but General Milburn interrupted me.

"It's a natural mistake, Lait. I enjoyed it. Wanted to see what would happen."

The crestfallen Aussie tried to return the General's stars, but the American chuckled:

"No—keep 'em, son. You wanted souvenirs; you've got 'em."

That evening the corporal marched into our camp, carrying his campaign hat upside down. He saluted General Milburn smartly.

"Some souvenirs for you, sir."

He held out his hat. It was filled to the brim with silver stars snatched from hundreds of Mussolini's noncoms.

I clamped two on the General's shoulders. They looked fine.

In the next issue: the favorite war story of Richard Tregaskis

END



There is something about the appetizing fragrance and delicious flavor of Dole Pineapple Products that's different from all other fruits. Although there is less available for civilians now, when war is over you will again be able to enjoy in plenty the healthfulness and refreshment of exotic

DOLE
HAWAIIAN PINEAPPLE PRODUCTS

True Yesterday—

**PLYMOUTH BUILDS
GREAT CARS** THE "RO"

In Trust for Tomorrow

PLYMOUTH DIVISION OF CHRYSLER CORPORATION
"BUY WAR BONDS AND STAMPS FOR VICTORY"



© 1943, The Studebaker Corporation

Studebaker military trucks, like our Yanks, are certainly seeing the world

AMERICA'S fighting men have been covering plenty of this planet in their travels in this war. Yet there's scarcely a place where they set down their packs that they don't find familiar Studebaker trucks from home to welcome them.

They see long lines of big, multiple-drive Studebaker military trucks rumbling past the sites of ancient Persian cities in Iran. They see them doing heavy transport duty in India, in Alaska, in the British Isles, in almost every area of Allied war activity.

It's one of the greatest compliments ever paid to the high quality of Studebaker craftsmanship that Studebaker today is one of the world's largest producers of big military trucks. And it's equally

significant that tens of thousands of these powerful Studebakers have already won their service stripes—many of them on the crucial Russian front in the supply trains of the invincible Soviet armies.

Building military trucks, of course, is only one of Studebaker's war assignments. We're producing other vital war matériel including large numbers of the mighty Wright Cyclone engines that power the famous Boeing Flying Fortress.

Our factories are all-out on war work today. They have no time for any other considerations. But once victory is complete and decisive, you can depend upon it that you will have finer Studebaker motor cars and trucks than ever in our history.



SEND 10¢ FOR A BEAUTIFUL REPRINT OF THIS FLYING FORTRESS PAINTING

This dramatic picture of a Flying Fortress is available in 24 x 22 inch size on a special stock suitable for framing, free from advertising. If you wish one, address Studebaker, South Bend, Indiana, enclosing 10¢ to cover mailing cost.

MEET THE PEOPLE



Where Would You Rather Be Than Here?

KATE SMITH, radio commentator over CBS every weekday noon, went to Broadway, heart of glamorous, dimmed-out New York, and asked six service men this question.



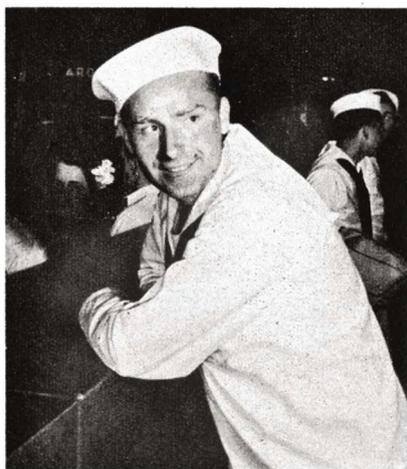
Staff Sgt. Earl Cornelius, of New Castle, Pa., back from two years in the South Pacific: "Awful glad to be right here on Broadway and see bright lights and pretty white girls!"



Lt. Paul Glazier, of Greenfield, Mass., now with the Signal Corps at Fort Monmouth, N. J.; "I'd rather be in Washington, D. C. I hear there are nine girls to one fellow down there."



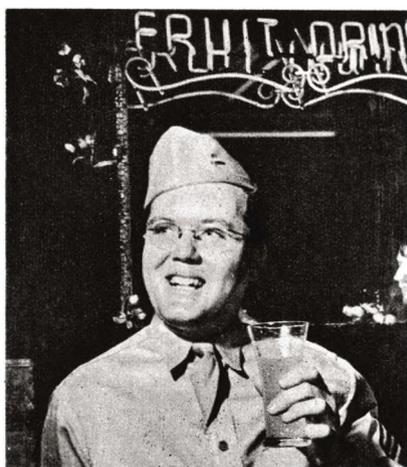
Lt. Willard Flint, of Wakefield, Mass., in service for four months: "Where would I rather be than here? In Montpelier, Vt., where I've got a girl and the air is clean and fresh."



Elias Miller, seaman, 2nd class, of Pennsylvania Dutch descent: "Out to sea is where I want to be. I can't wait to get a good crack at those yellow-bellied Japanese so-and-so's!"



Frank Weaver, cadet midshipman, Defiance, Ohio, now in the Merchant Marine and just back from the Solomons: "I'd rather be at sea—these New York taxis scare me to death!"



Staff Sgt. Harry Calvert, of Monongahela, Pa.: "I'd rather be home—I guess. But I haven't been there in three years, and don't remember its being as much fun as it is here."



Will it hurt?

The Question That Everyone Has About Giving Blood Through the Red Cross for Our Fighting Forces

THIS is no malarkey. None of the Pollyanna poppycock you tell the children at the dentist's door.

Giving your blood at the Red Cross does not hurt!

Let's start at the beginning...at the moment you are sitting clutching your identification card.

First, your temperature is taken. Then a nurse registers your blood pressure while another nurse skillfully takes your hemoglobin count. (That tells how rich your blood is.)

Next, a drink of water or fruit juice and a cracker. You're now ready for the Big Time.

After you've stretched out on the table, a smooth-looking nurses' aide (where does the Red Cross get them all?) sterilizes a patch on your arm; then gives you a small shot of novocaine. Along comes the doctor. Before you know it, your blood is running through the tube that fills the bottle that holds the blood that's going to win the war! Hurt? How *can* it...with the novocaine in there pitching and pacifying!

There's just a dull pressure for a second. Then nothing to feel or do except make a fist, relax, make a fist (you can play you're punching Japs)...until that precious pint is taken.

After it's over there's coffee, milk or soup with crackers or doughnuts. You rest a few minutes. You may even feel a little wobbly. But nurses hover round...and won't let you go until you feel right on the beam again.

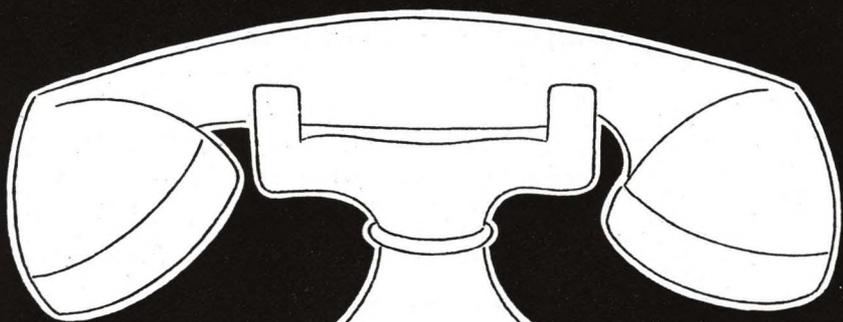
Hurt? Even the sissies don't cry!

If you live in or near one of the 33 cities in which Red Cross Blood Donor Centers are located,

**CALL YOUR LOCAL
RED CROSS CHAPTER NOW AND MAKE A DATE TO
GIVE YOUR BLOOD!**

CONTRIBUTED IN THE INTERESTS OF THE RED CROSS BLOOD DONOR SERVICE BY

MUNSINGWEAR, INC.



**Joe needs
the Long Distance
lines tonight**

He has a promotion to report. Or a week-end leave coming up. Or it's his mother's birthday.

Evening is about the only time he's free to call and it's important to him.

Will you do your best to avoid Long Distance calls after 7 at night, for the sake of millions of Joes — and Josephines? They'll appreciate it.

BELL TELEPHONE SYSTEM





ARE THESE OUR CHILDREN?

All over America thousands of young people are stumbling into delinquency and disease, reformatory and prison

Bandits and kidnapers, the Chicago youths shown above are receiving prison sentences up to twenty years. As boys, they deserve sympathy; as symbols, they deserve alarm.

You see it in the papers every day . . . five boys caught stealing automobiles; a 15-year-old girl charged with 30 sex offenses; in Detroit, a juvenile mob invades night clubs, bars, movies, smashing windows and furniture; in Los Angeles, a gang of boys requires new members to have seduced a girl, or stolen; a father reproves his 17-year-old son, and next day the father's mutilated body is found beside a railroad track. J. Edgar Hoover reports 1942 arrests for drunkenness of girls under 21 up 40 per cent over 1941, for prostitution 64 per cent, other sex offenses, 104 per cent . . . with 1943 arrests mounting. *Are these our children?*

THIS IS THE PROBLEM

Broken homes, irresponsible parents, crowded schools, unsupervised play, bad housing: these leave youth a prey to evil, their priceless energy unharnessed



In Brooklyn, N. Y., prosecutor Heffernan questions Joseph Annunziata, 16 (left), and Neil Simonelli, 18. They killed a teacher who found them smoking on school property.

THIS INTENSIFIES THE PROBLEM

Dad works overtime, mother has a war job, big brother and big sister are in the services. Home is now a lonely place



This typical defense plant employs thousands drawn from every region, disrupting many homes. Workers live in crowded quarters, swamp community recreation facilities.

THIS IS THE SOLUTION TO THE PROBLEM

"Bill's" story shows how Radford, Virginia, has almost eliminated its own juvenile delinquency

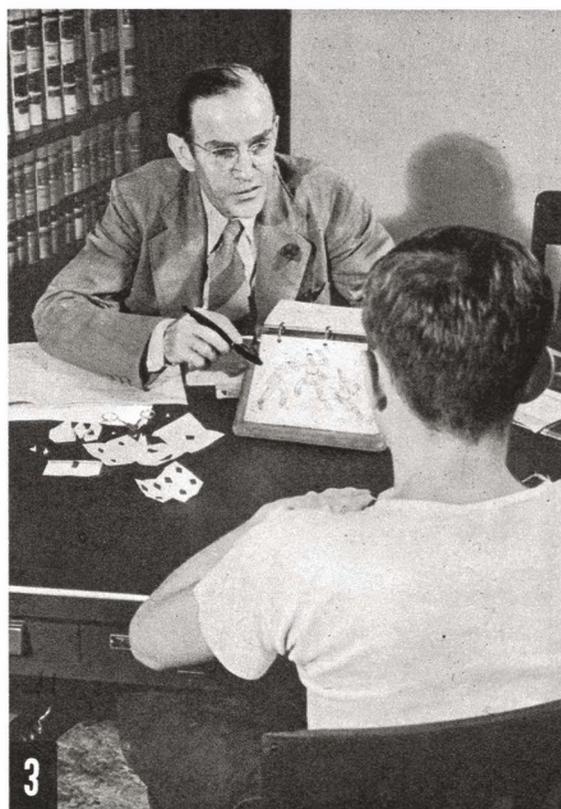


1 "Bill," who has stolen and wrecked a bike, is brought before C. L. Capito, juvenile court judge. Shades are drawn, the hearing private: "Bill" must not be marked. In court are (left to right): "Bill's" mother, City Sergeant H. S. Mundy, the Judge, "Bill," a secretary, and John M. Goldsmith, commonwealth's attorney. "Bill's" case is only the fourth in Radford this year. In 1938, Goldsmith

and Capito found that, of Radford's 6,000 population, 78 children had court records as delinquents. Alarmed, they warned the community. Radford decided it was foolish to pinch pennies and squander children. A program for youth was launched. And for a 34-month period no new delinquent came into court — though war industry doubled the population. What happens to "Bill" shows why.



2 Before his hearing, "Bill" visits Radford's Venereal Disease Control Clinic, gets a thorough examination from Dr. A. G. Evans and Public Health Nurse Virginia Mason. If he is diseased, the court will require treatment. The clinic now has 35 patients.



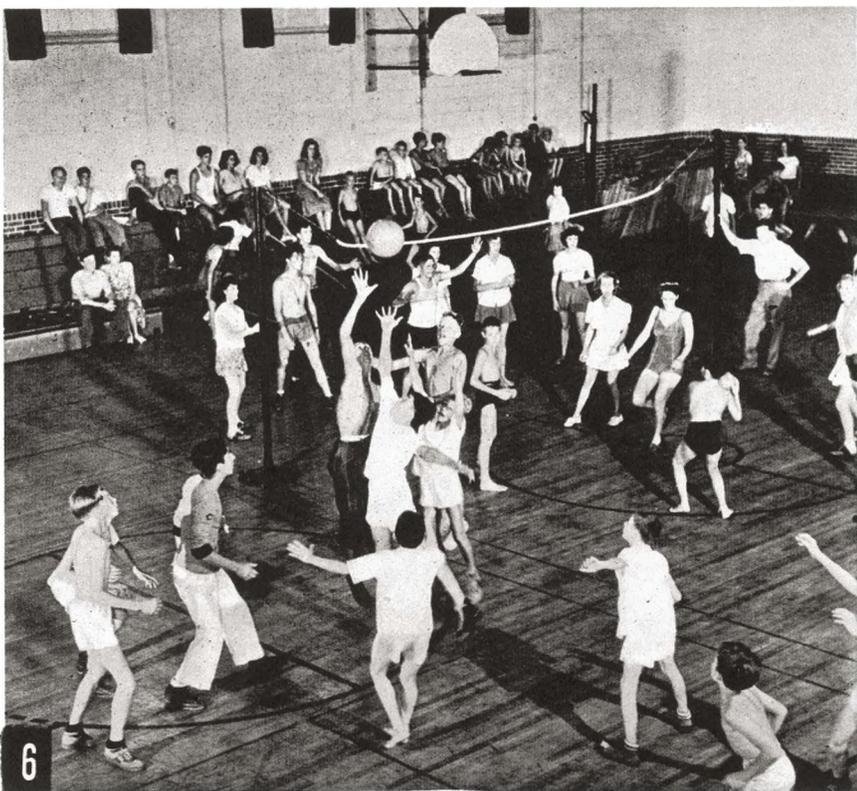
3 A Binet test, given before the hearing by Dr. M. W. Thomas, Radford State Teacher's College psychologist, determines "Bill's" intelligence. Results of both exams go to the judge. If emotional factors are dominant, Dr. Thomas consults a psychiatrist.



4 Judge Capito takes "Bill's" case under advisement, calls a conference which includes Mrs. S. J. Sublett (left), public welfare supt., and C. E. Howell (right), police officer. Fined \$25 (damage to the bike), "Bill" must earn it doing odd jobs. He is put on probation.



5 "Bill" is turned back into the community, Radford's youth program ready to help him. He is here, in this pool, where an average of 200 youngsters swim all day for a dime.



6 A complete gymnasium in Radford's Recreation Building is "Bill's" to use; and he does. With federal funds provided by the Lanham Act, Radford has built a magnificent \$100,000 recreation center on an \$80,000 site given by the city. The building, as well as Radford parks and playgrounds, is governed by a commission of citizens headed by H. C. Graybeal, a Teacher's College professor.



7 The Boy Scouts are open to "Bill," and he joins one of Radford's two troops. Active in salvage and other drives, the Scouts are official distributors of war information pamphlets—putting Radford youth's energies into the war effort. Here the Scouts are building a rustic bridge in Wildwood Park to replace a steel bridge which they persuaded their local committee to take for scrap.



8 Picnics, which "Bill" enjoys without stigma or shame, are tactfully chaperoned by Superintendent of Recreation Jack Goodykoontz, afford a healthy social life with boys and girls "Bill's" own age.



9 **Good books**—18,000 of them—are in the Radford Area Public Library, housed in the Recreation Building, waiting for “Bill”: another way Radford tries to prevent delinquency. Miss Josephine Du Puy, librarian (rear center), lends 12,000 books to readers in the area in a typical month.



10 **A library** “Bookmobile” visits six nearby communities, circulates 600 books a month, half of them to children—including “Bill.” Here it is at Sunset Village, a workers’ housing project.



11 While “Bill’s” mother works in a war plant, his little sister is at this Children’s Center operated by the city school board in the American Legion Building. For a charge of two dollars a week the child is kept from 7 a.m. until 5:30 p.m., gets two lunches and a full meal at noon.



12 “Bill’s” young brother finds school open to him during vacation; one grade school runs summer classes, another keeps both its playground and a room open for supervised play.



13 Soft drinks are available to “Bill” at the Recreation Building’s snack bar; he doesn’t have to hang around the corner drugstore. The building also has a “Fireside Room” for committee meetings and social activities, a crafts shop, photographic darkroom, rumpus room and handball court.



14 Showers and locker rooms keep “Bill” and his friends cool and clean; these boys have just finished a ball game. Strangers comment: “Radford children are rarely seen on the street.”



15

The Fireside Room: it's here "Bill" meets a girl. He won't be seen in court again. Radford's determination is conquering America's gravest community problem.

Despite ten and a half years as President, a year and nine months of war, Roosevelt has kept his health, charm, poise, optimism.



ROOSEVELT—WAR PRESIDENT

Roosevelt in World War I

His responsible post during the last conflict helped prepare him for the burdens of global combat

Unavoidably, history's greatest war has taken its toll of the man on whom it has placed one of history's heaviest responsibilities.

Yet, at 61, Franklin Roosevelt still faces problems that would stagger most younger men, toils endless hours, tours America under forced draft, flies the Atlantic, meets each day with energy and humor.

Such activity evokes the Roosevelt of World War I—a younger edition of today's kinetic leader.

The Navy Man

In 1917, Roosevelt was Assistant Secretary of the Navy. He took the job in 1913, at 31, partly as a reward for service in Woodrow Wilson's 1912 campaign. His qualifications were a passion for the sea, experience as lawyer and New York state senator, vigor, imagination and an almost boyish enthusiasm.

Pictured here are highlights of his war days as the public saw them. Behind the scenes he was even busier: handling purchase and sale for the Navy, overseeing navy yards and civilian personnel, setting up housing projects, conceiving the 110-foot submarine chasers that helped scotch the U-boats.

Men who should know say Roosevelt held the Navy Department together through the complications and hardships of 1917-18.

The World Figure

World War II has concerned the President since long before the United States entered the struggle.

Repeal of the Neutrality Act, Selective Service, Lend-Lease, the Atlantic Charter, efforts to discourage Japanese aggression—these and other "short-of-war" moves all antedated Pearl Harbor.

When Japan struck, it was Roosevelt's task to demand a declaration of hostilities against the Axis.

Since then, as Chief Executive, he has seen kaleidoscopic action: addressing Congress, pondering finances, setting up machinery to run the national effort, urging sacrifice at home, watching foreign policy, traveling up and down the land, speaking for America to both ally and enemy, considering problems of occupation and demobilization. As father, he has seen all his sons in uniform. (Pictures on pp. 30-32.)

History may or may not call him our greatest war President—but none can deny he works at his job.



Addressing arms workers for the Red Cross, May, 1918, Roosevelt looked young, earnest.



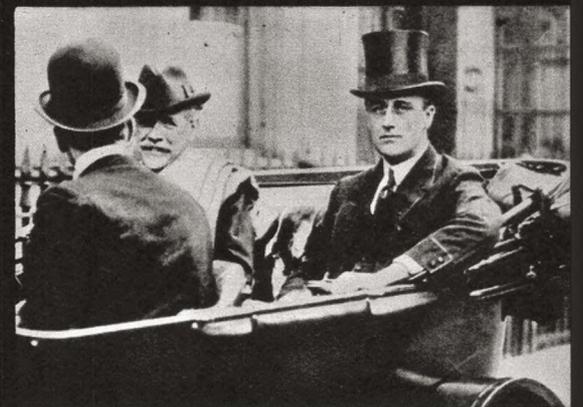
In France he inspected naval-railway installations, also met Foch and Clemenceau.



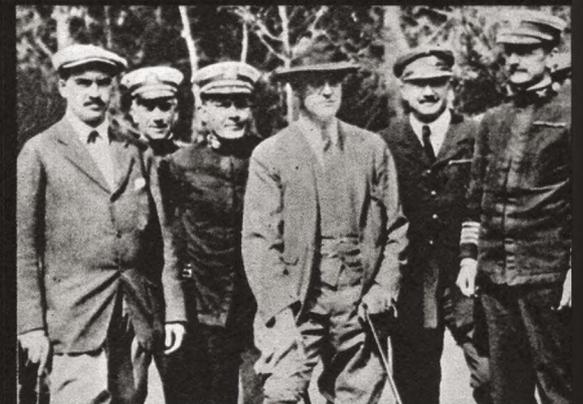
In New York, 1919, he watched parade with publisher W. R. Hearst (left), Italian general.



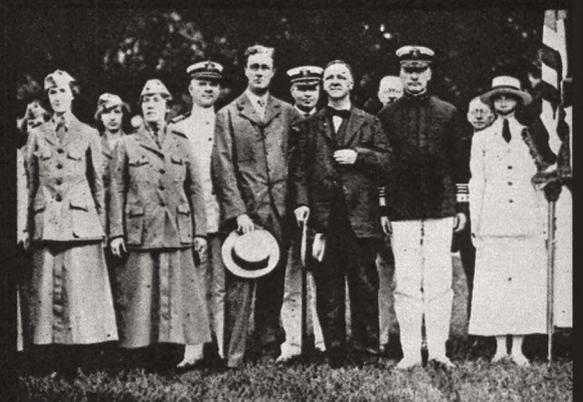
Bound for Europe on a troopship, July, 1918, he posed with two high U. S. naval officers.



In London he dressed like a diplomat to call on Lloyd George and other dignitaries.

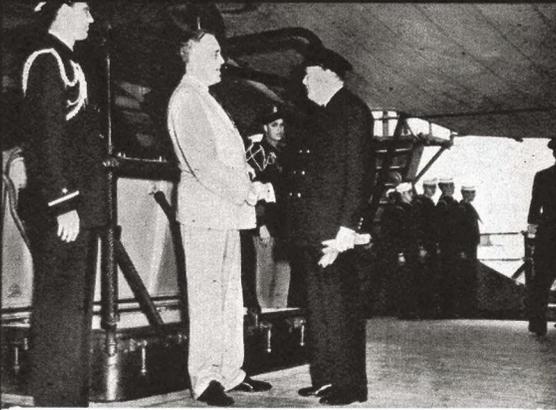


At the front he saw firsthand the conditions under which American troops fought.



At final review of Navy Yeomanettes, 1919, he stood with Navy Sec. Josephus Daniels.

Roosevelt in World War II



Conferee: with Prime Minister Churchill, August, 1941, Roosevelt drew up the Atlantic Charter four months before Pearl Harbor.



Awarder: as American boys battled the tide of Jap aggression, he pinned Congressional medal on PT-boat skipper John D. Bulkeley.



Recipient: though interested in captured Jap flag shown by Gen. Thomas Holcomb of Marine Corps, Roosevelt refused to touch it.



Observer: touring U. S., September, 1942, he spoke to Portland, Ore., ship workers as builder Henry Kaiser (arm on seat) beamed.



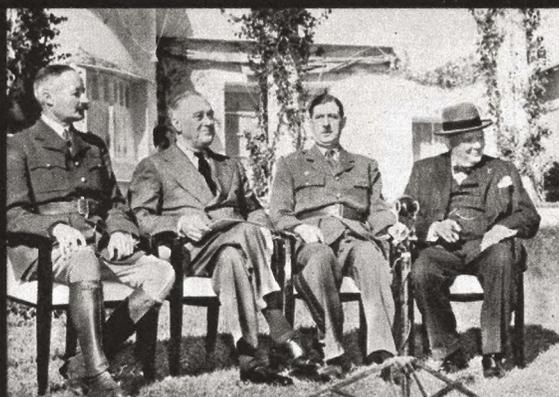
Listener: this two-week tour took in war plants, Army posts. At Camp Shelby, Miss., he heard explanation of how camp is laid out.



Bucker-upper: in San Diego he shook hands with a wounded sailor. After tour ended, the President noted nation's "unbeatable spirit."



Jeep rider: American troops were startled but pleased when he appeared for review before Casablanca conference, January, 1943.



Planner: French generals Giraud (left) and De Gaulle joined Roosevelt and British Prime Minister in Casablanca war-strategy meeting.



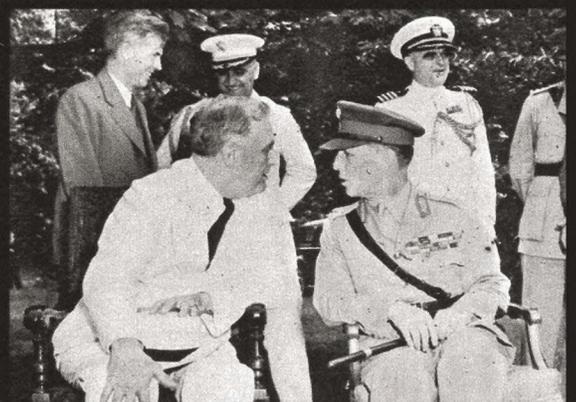
Sky rider: bound home from Africa, he relaxed over map with pilot (Capt. Otis Bryan) who had flown his plane into the battle area.



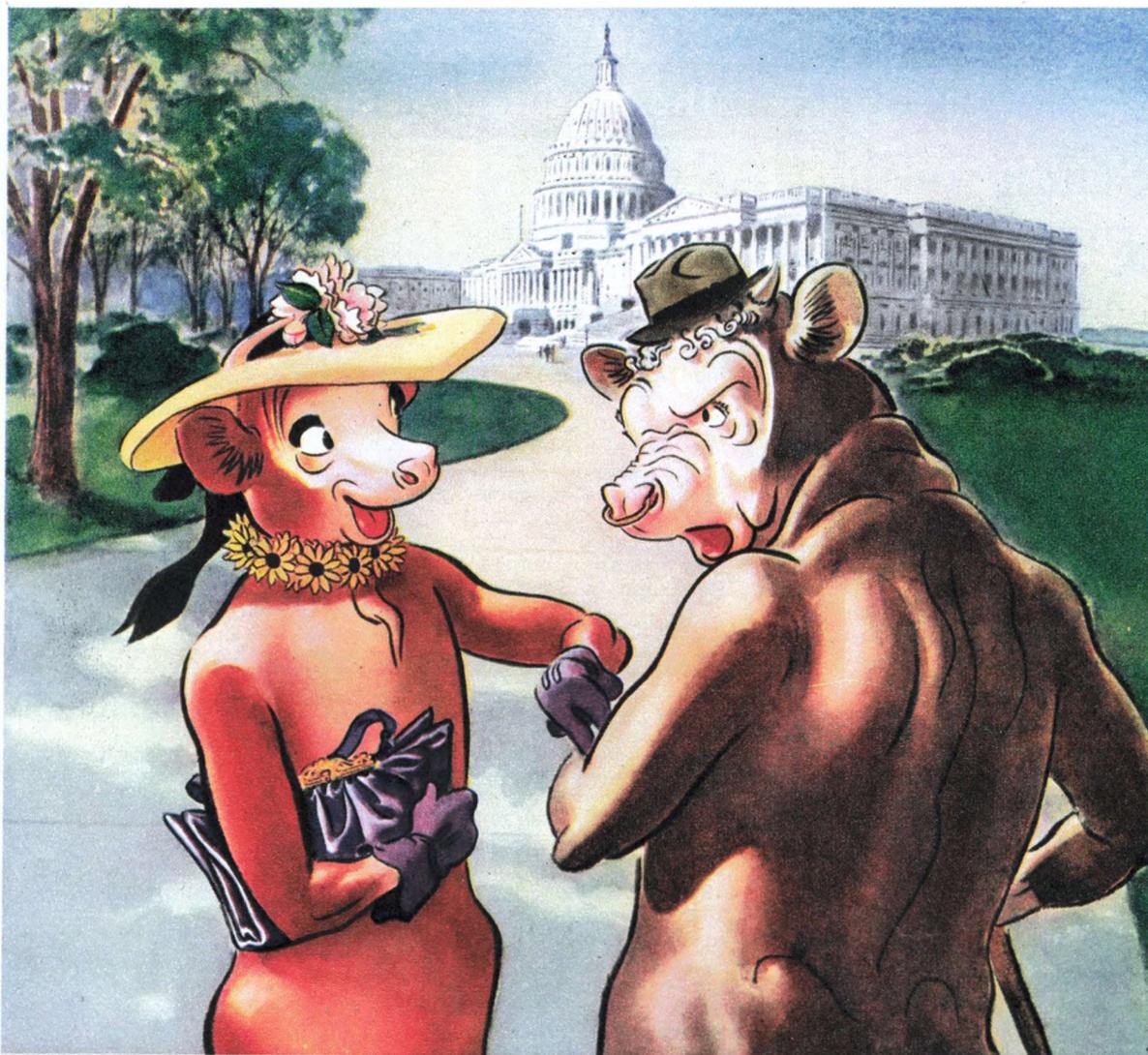
Visitor: during return trip he also made a stop in Brazil to inspect military bases with President Vargas (in rear seat, white hat).



Good neighbor: touring South, April, 1943, he entered Mexico with Mrs. Roosevelt and met President Avila Camacho and his wife.



Greeter: as White House host to King of Greece, June, 1943, Roosevelt filled his continuing official role: America's first citizen.



"But, Elmer," protested Elsie, "you can't blame Congress for the shortages"

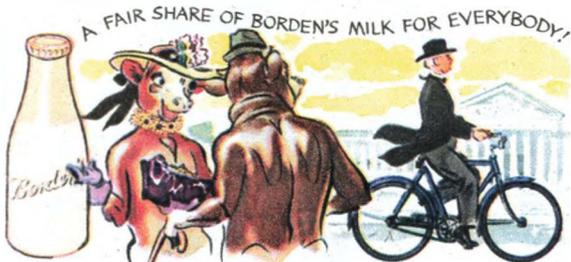
"WHO SAID anything about shortages?" snorted Elmer, the bull. "I'm here to demand an investigation. I just heard that all supplies of dairy products for civilian use are to be *curdled!*"

"My goodness," giggled Elsie, the Borden Cow, "you misunderstood. The man said *curtailed*, not *curdled*. You know how some radio announcers mumble."

"Let's not bandy words," bellowed Elmer. "Whatever he said, I want an investigation."

"Don't get excited," soothed Elsie. "Let me explain. Last year all of us patriotic cows gave more milk than we ever did before. This year, we hope to give even *more*. But there are just so many cows in the country and thousands of dairy hands have gone to war and into war plants. So it's hard to increase milk production and we have a shortage."

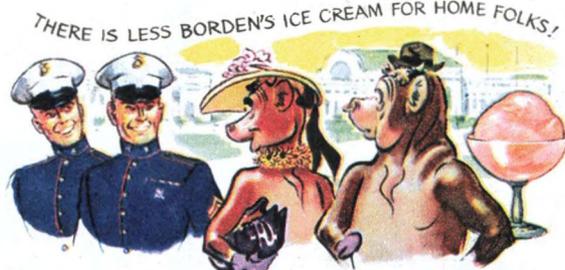
"Verrrry logical," sneered Elmer. "We're short of milk because we have more milk than ever before. That makes about as much sense as one of Hitler's speeches!"



"You didn't let me finish," smiled Elsie. "The point is that we need more milk than we have. You see, much of the milk we produce now goes to our armed forces

and our allies. Men in the service drink more milk than they did as civilians, you know. But in spite of that, there should be enough pure, wholesome *Borden's Milk* for children, and probably a fair supply for adults."

"I don't know what you call a fair supply," muttered Elmer, "but I'm not a fellow to grumble about hardships. If milk runs short, I'll just eat ice cream."

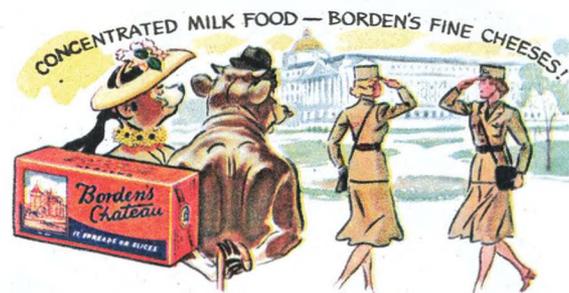


"Oh, but *Borden's Ice Cream* will be much scarcer than milk," explained Elsie. "We can't get as much cream, because it's needed to make butter for our soldiers. And the milk must be used to make other concentrated dairy foods."

"That's a new one on me," puzzled Elmer. "I thought I'd heard you brag about everything under the sun made from milk. But you never mentioned concentrated dairy foods before."

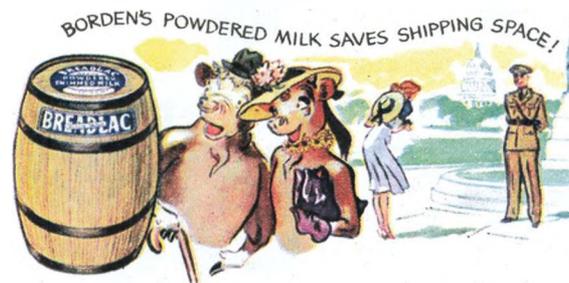
"Silly," snickered Elsie, "a concentrated dairy food is a food like *Borden's Fine Cheese*. And, by the way, there's less cheese for civilians, too. Great quantities of it are needed for our Armed Services—because cheese is such a grand, easy way to feed milk nourishment to fighting men."

"Gee whiz," grumbled Elmer, "a cheese shortage, too. Thank goodness they don't need milk in the bread-



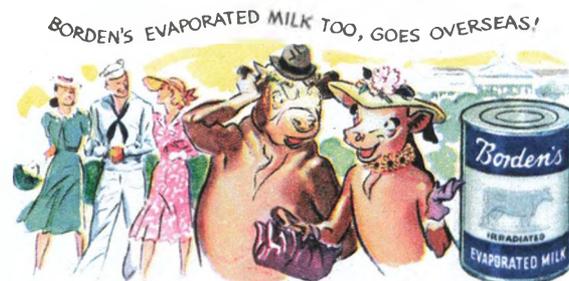
baking business!"

"But they do," sighed Elsie. "Bakers use lots of *Borden's Powdered Milk* in breadmaking. It's the milk that helps make bread so nutritious. So everyone is working to overcome a shortage in *powdered milk*, too."



"See here," spluttered Elmer, "the war can't have anything to do with *that*. Guns use an entirely different kind of powder."

"Of course they do," chuckled Elsie, "but powdered milk saves shipping space. So it's needed for the men overseas. The same thing is true of *Borden's Evaporated Milk*—it's valuable food in concentrated form that helps ease the strain on shipping. That's why there's



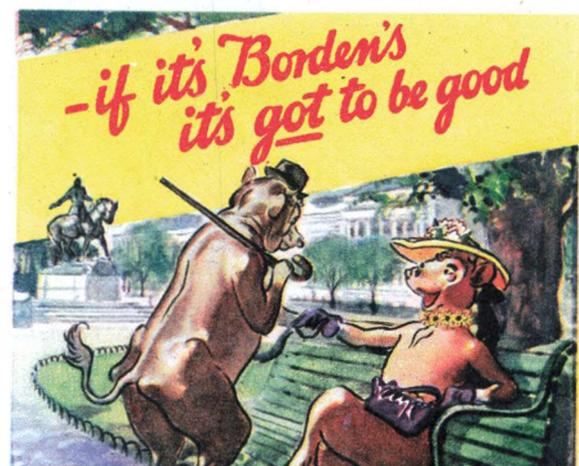
been less evaporated milk for folks here at home."

"I never thought of it that way," admitted Elmer. "But after hearing you talk, I suppose *Borden's Eagle Brand Condensed Milk* is hard to get because every cook in the army is using it to make desserts."

"Heavens, no," laughed Elsie. "With Eagle Brand we have a milk shortage, a sugar shortage, and a tinned shortage to worry about. So the government has just had to limit production."

"Hmm," mused Elmer, "looks to me like it's a case of eat less of some foods now or eat crow later. And if doing without will help win this war a little sooner, I'm all for it."

"And that," beamed Elsie, looking at Elmer with new respect, "is certainly no bull."



IT'S KEEN!

SOME FUN...
these brand-new, malt-sweet, delicately tempting **"PUFFED-FLAKES"!**

IDS GWACK!

***MOUTHFUL LANGUAGE FOR:**
"Sorry, Sis, but finders keepers! This new KIX is out of this world! Don't you wish you had some?"

IT'S TERRIFIC!

Taste-tests in 309 homes showed KIX a winner over several nationally-known cereals! Its new "puffed flake" form is winning friends everywhere.

LOOK AT those golden-brown, novel "puffed flakes." No other nationally-known cereal comes in that form! And none combines the tasty goodness, malt-sweet taste, delicate crispness and clever shape of this new breakfast cereal.

If you didn't like KIX before, you'll like this new KIX! You'll like the fact it quali-

fies as a restored cereal under the National Nutrition Program. It gives you corn's full strength of two "B" vitamins and iron.

Here's breakfast-joy that'll get your family up early! Better get a couple of packages. These puffed flakes will drive those "breakfast blues" away. **GENERAL MILLS, Inc., Minneapolis, Minnesota.**

Puffed-Flakes!
new in form - taste - crispness
Kix

LOOK AT those golden-brown, novel "puffed flakes." No other nationally-known cereal comes in that form! And none combines the tasty goodness, malt-sweet taste, delicate crispness and clever shape of this new breakfast cereal.

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Copr. 1943, General Mills, Inc. KIX is a reg. trade mark of General Mills, Inc.

Try the new **KIX** for breakfast!

ROOSEVELT ... continued

The President's Sons in the War

JAMES

Born 1907. Named Lt. colonel; Marine Corps, by his father, 1936; later resigned. Reappointed captain in Marine Corps Reserve, 1940; on active duty soon after Pearl Harbor. Became a major, May, 1942, took part in Battle of Midway, won Navy Cross for bravery at Makin I. Promoted to Lt. colonel, June, 1943. Left battle area because of illness; now with Amphibian Fleet Command in San Diego.



ELLIOTT

Born 1910. Joined Army Air Forces Reserve as captain, Sept., 1940; in active service a month later. Became a major, April, 1942; Lt. colonel, August, 1942. With photographic unit in North Africa; won Distinguished Flying Cross, December, 1942. Became colonel, February, 1943. In May won Air Medal as head of all North Africa photo reconnaissance. Recently in Washington on temporary duty.



FRANKLIN, JR.

Born 1914. Received ROTC training at college (Harvard); thus had commission as ensign in Naval Reserve at graduation. Called to duty aboard destroyer *Mayrant*, March, 1941. Received promotion to lieutenant (junior grade), January, 1942; to full lieutenant, July, 1942. On Navy destroyer during invasion of Sicily. His record helps reply to charges in Congress of "favoritism" to President's sons.



JOHN

Born 1916. Only Roosevelt son who didn't take ROTC while in college—but in uniform, like others, well before Pearl Harbor. After working in Boston department store, joined Navy Supply Corps as midshipman, June, 1941. Took three-month course, received commission as ensign. Was promoted to lieutenant (j. g.), July, 1942; to full lieutenant, March, 1943. Recently on duty at sea.





WHEN
A KID
SEVENTEEN
GETS KISSED
BY A
QUEEN

IT'S THE PICTURE THAT MAKES YOU YOUNG... M-G-M'S

IT'S THE START OF A PLOT
THAT REALLY GETS HOT.....

...FULL OF MIXED-UP ROMANCES
AND EYE FILLING DANCES
IT'S BRIGHTLY ALIVE.

WITH MUSICAL
JIVE....



BEST FOOT FORWARD

AND LITTLE DAMES ROOTING
FOR HARRY JAMES TOOTING.....

WITH THE HAPPIEST MUSIC
AND SONGS EVER SUNG...

IT SURE IS THE PICTURE
THAT MAKES YOU... YOUNG!



LUCILLE BALL HARRY JAMES AND HIS MUSIC MAKERS VIRGINIA WEIDLER

and the stars of the original stage cast
TOMMY DIX · NANCY WALKER · JUNE ALLYSON
KENNY BOWERS · JACK JORDAN plus GLORIA DeHAVEN
A METRO-GOLDWYN-MAYER PICTURE
IT'S IN TECHNICOLOR



Songs you'll like: You're Lucky, Alive
And Kicking, Buckle Down Winsocki,
The Three B's, Wish I May, I Know You
By Heart, Three Men On A Date, What
Do You Think I Am, Everytime.



Screen Play by Irving Brecher and Fred Finklehoffe · Book by John Cecil Holm · Music and Lyrics by Hugh Martin and Ralph Blane, and Produced on the Stage by George Abbott · Directed by EDWARD BUZZELL · Produced by ARTHUR FREED

БИТЫЙ ГАД



Der Fuehrer's face, Russian style.

МОРАКИ НЕ ПОДВЕДУТ!



Red Marines tell it to the Nazis.

НЕМЕЦ



В ПУСТИН МЫЕ - СО РАВНЫМ ВОЗДУ

German murderer washes hands.

„БРЕХОМЕТ“



Busy "Blab Machine" Goebbls.

**RUSSIAN
WAR POSTERS**

They inspire patriotism by a blunt appeal to the emotions

High on the list of Russian propaganda devices are huge, dramatic war posters which halt the eye on walls and buildings, in subways, stores, hospitals, schools, even public toilets throughout the Soviet Union. Done in water colors by ranking artists, they whip up mass patriotism by portraying all Nazis as bestial, all Russians as heroic.

Reproduced here are 10 of 38 such posters brought back by Lt. J. D. Stamm, U.S.N.R., who was aide to ex-Ambassador Joseph E. Davies on his recent "second mission to Moscow." All 38 go on exhibition this month in New York City, under Russian War Relief auspices. October 1, the Museum of Modern Art will send them out on a nationwide tour.



ВОИНЫ КРАСНОЙ АРМИИ! ВАС ЖДУТ, КАК

From a concentration camp: "On, Russia!"



БЛИЗКО ВРЕМЯ КОГДА КРАСНАЯ АРМИЯ СОВМЕСТНО С АРМИЯМИ
МОШИХ СОЮЗНИКОВ СПОМОЕТ ХРЕБЕТ ГИТЛЕРСКОМУ ЗВЕРЮ

The three great allies will crush Hitler.

АТМОСФЕРНОЕ ДАВЛЕНИЕ В ЕВРОПЕ



Axis weather station: storm ahead.

ТАК БУДЕТ

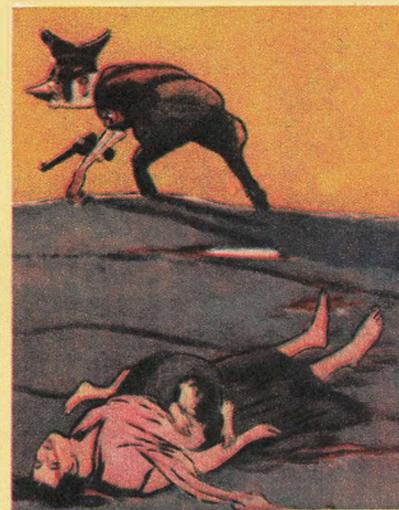


War's sure end is Hitler's defeat.



СВИРЕПОСТЬ БЕШЕНОГО ПСА

A mad dog is loose. He must die!



One more crime for the Nazi fiend.

A GOOD NUT ALWAYS HOLDS

• When a nut slips it falls down on the only job it has to do.

When it shakes loose it fails in its sole purpose.

It takes a good nut to hold fast and stay put against stress and vibration.

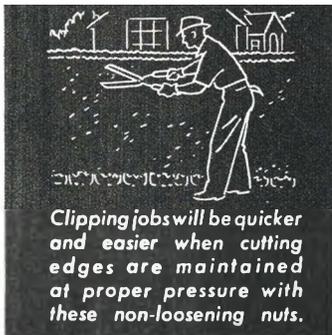
The Elastic Stop Nut does.

In its top is a red elastic collar. This collar molds itself tightly to the bolt. It keeps the nut and bolt threads in pressure contact. The nut can't wiggle or turn.

This is what makes the Elastic Stop Nut stay tight.

We've been making Elastic Stop Nuts for years. Millions of them every day go into war production. Some of our planes take as many as 50,000 in a single ship.

Yet of actual billions in use, we have never heard of one of these nuts that has failed to hold better than any other similar fastening.

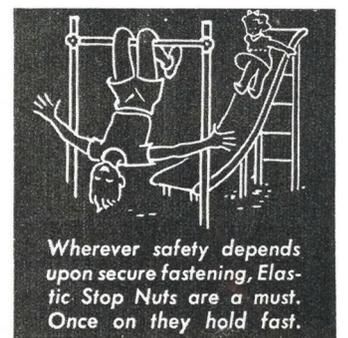
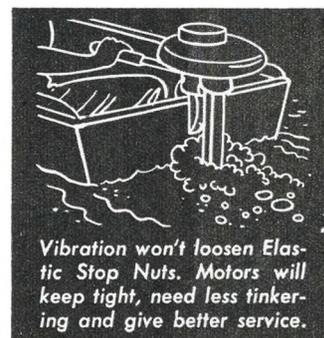
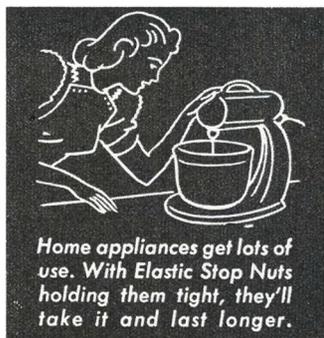


ELASTIC STOP NUTS

Lock fast to make things last

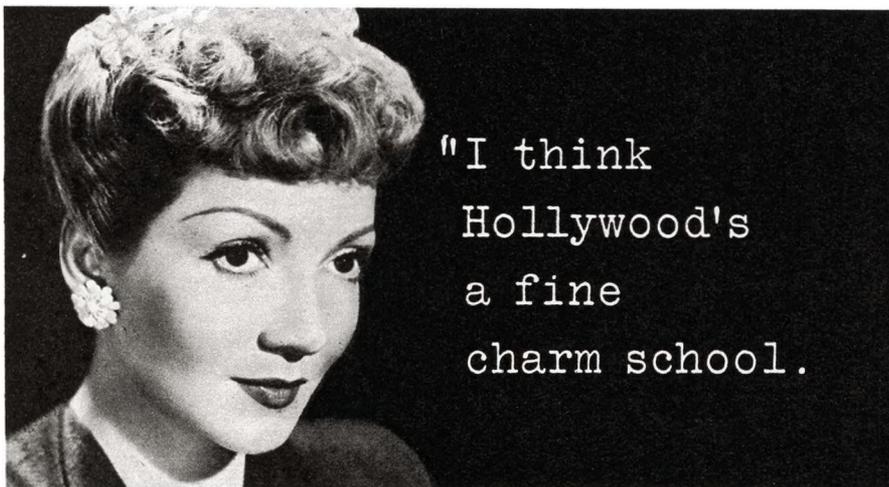


ELASTIC STOP NUT CORPORATION OF AMERICA
UNION, NEW JERSEY AND LINCOLN, NEBRASKA

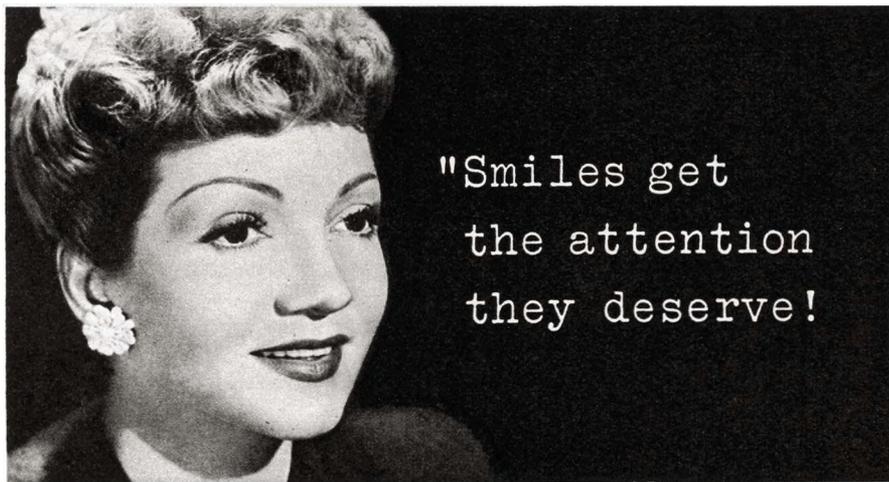


CLAUDETTE COLBERT speaking:

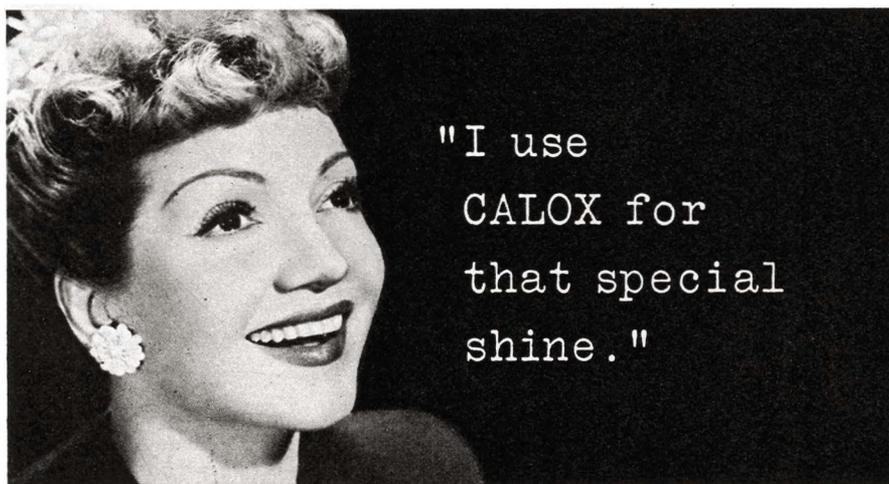
Co-star of the Paramount picture, "SO PROUDLY WE HAIL"



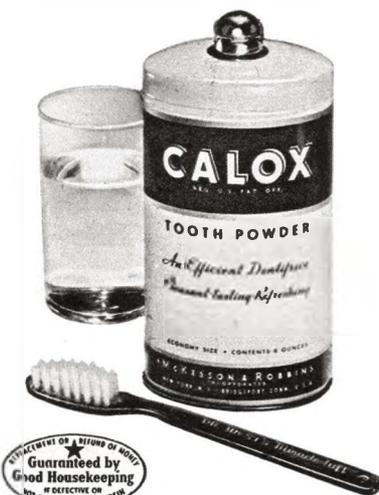
"I think
Hollywood's
a fine
charm school."



"Smiles get
the attention
they deserve!"



"I use
CALOX for
that special
shine."



A dentist's dentifrice—

Calox was created by a dentist for persons who want *utmost brilliance* consistent with *utmost gentleness*. Look for these *professional features*:

1. **Scrupulous cleansing.** Your teeth have a notably clean *feel* after using Calox.
2. **Unexcelled efficiency.** Calox gently cleans away surface stains, loosens mucin plaque.
3. **Especially lustrous polishing.**
4. **No mouth-puckering, medicine taste.** Contains no strong ingredients. Even children like the cool, clean flavor.
5. **Made by McKesson & Robbins, Bridgeport, Conn.—**a laboratory with over 100 years experience in making fine drugs.

"and McKESSON makes it"

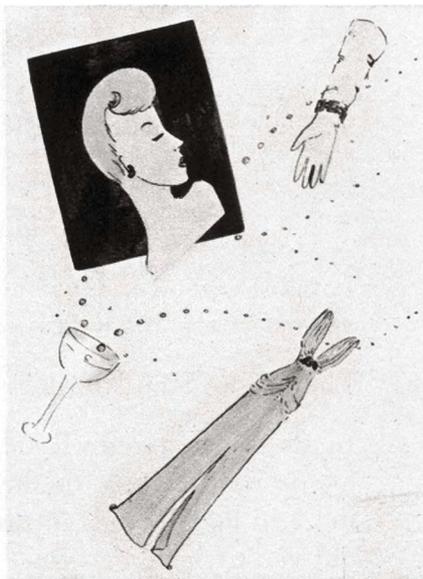
OTHER FAMOUS MCKESSON PRODUCTS: BEXEL VITAMIN B CAPSULES, ALBOLINE CLEANSING CREAM, YODORA DEODORANT, SOROTONE

TODAY'S JUNIOR DEB

Trained in a big department store, Muriel Killingsworth won a college wardrobe for her good taste and creative ability

With 20 other New York high school girls, Muriel became a part of Macy's Junior Deb School Board last year — this department store's means of learning the clothes habits and fads of the little-girl-growing-into-young-lady. The youngsters sell clothes, submit reports on their likes and dislikes, give and take style advice from the store's young-girl customers.

In addition to store duties, Muriel staged a fashion show for 300 boys and girls in her own high school—with paid admission. Her fashion papers, including the sketches below of clothes to fit personalities, are mature and witty, helped her win the coveted Macy prize, a college wardrobe. For herself, she prescribes casual clothes—until "I grow up and thin out."



Muriel's sketches for fashion "types" resulted from thirty Saturdays of selling, studying customers' figures and personalities. They are an excellent guide to discriminating clothes selection, apply to women far beyond junior deb age.

HAS CLOTHES SENSE



The "sloppy Joe" sweater Muriel wears here is big and bulky, goes in every schoolgirl's wardrobe. True to her age group in personal preferences, Muriel is so aware of intelligent buying that she'll make few costly "clothes errors."



A plaid dress with full skirt is an important part of her prize wardrobe. She chose it because it is young without being "girly" (hated adjective), will wear it to classes and "games or movie dates if they still happen this year."



← When she orders you around like this...



and you'd rather be at ease like this... →

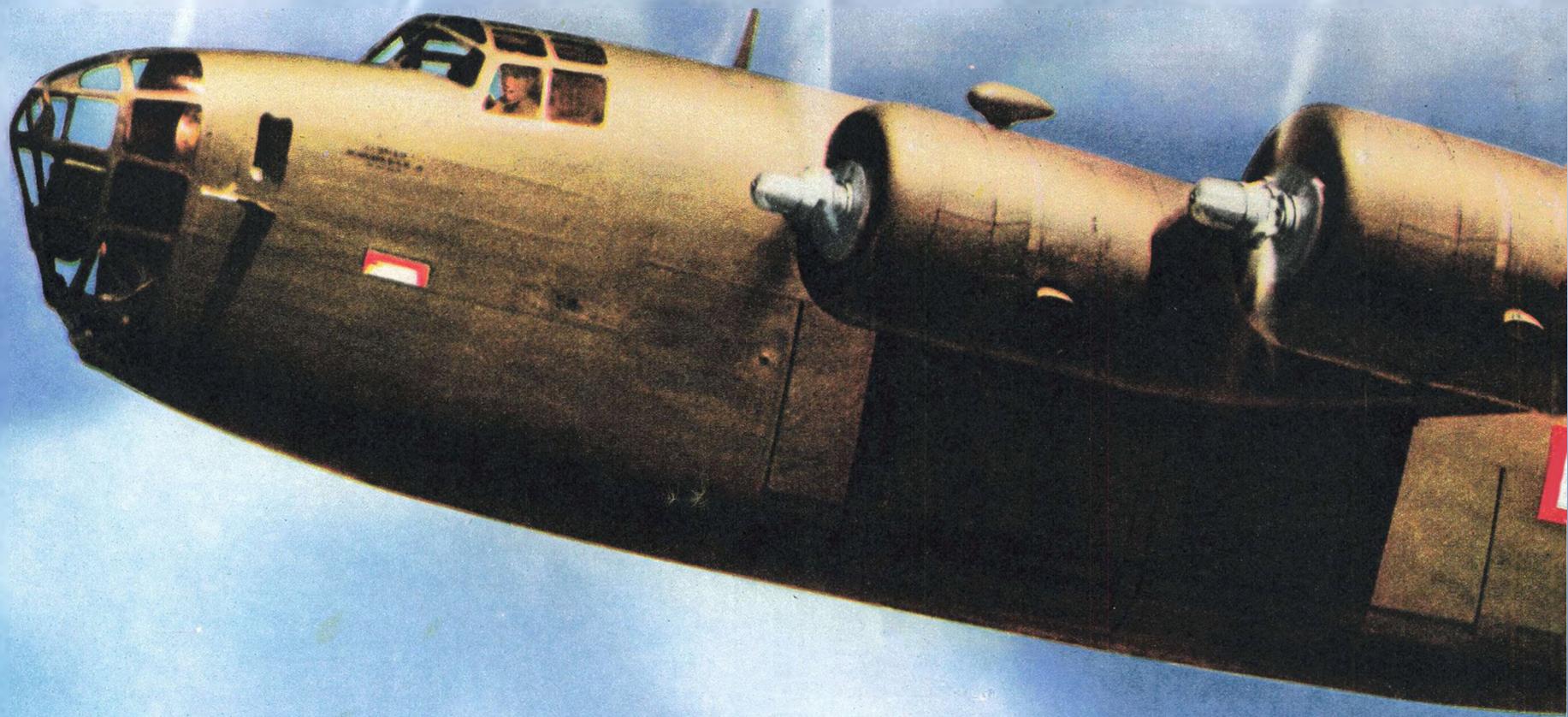


← TRY THIS

Everybody's breath offends now and then—after eating, drinking, or smoking. Let LIFE SAVERS save yours. Only 5¢.



← If you can't always get your favorite LIFE SAVERS flavor...it's because some one in the Armed Services likes that flavor too. And we know you'll agree that he should have first call.



"GET UP THERE AND **SLUG**

It takes all kinds of planes to make an air force.

Sleek fighters. Swift interceptors. High-level bombers bristling with defensive armament.

And perhaps you'd like to know where, in this line-up, the B-24 Liberator fits in.

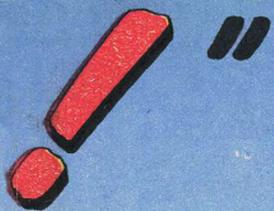
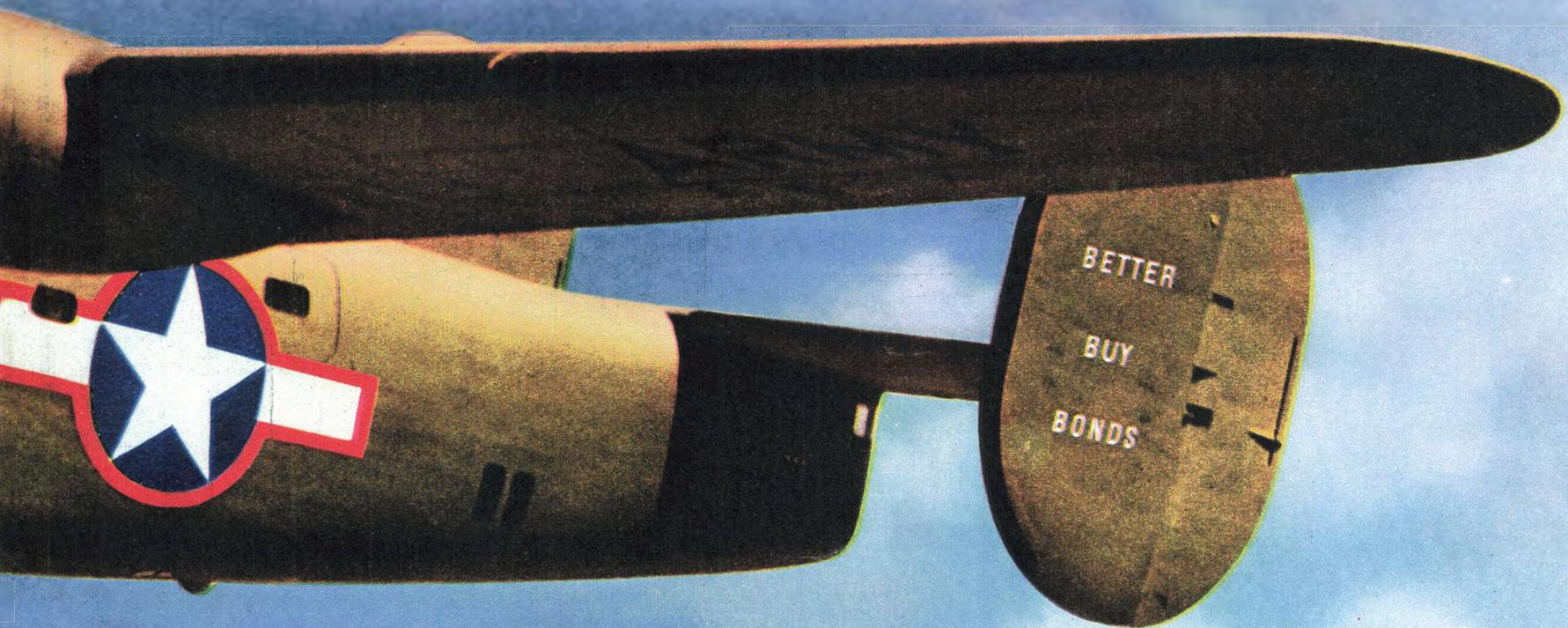
Well, it's swift. Not so long ago it made the headlines for the world's record Atlantic crossing — six hours, twenty minutes flying time.

Again, this plane's job is to carry a world-famed figure on missions of global strategy.

Sometimes you've heard about it in North Africa, or over the Channel, or peppering the long, battered boot that was Rome's glory.

"Liberator" to you, it's rapidly becoming "Nemesis" to the Axis—because this big, swift, four-engined ship with its broad belly full of bombs is ideal when the command is "Get up there—and slug!"

BUICK DIVISION OF **GENERAL**



We're proud of the Liberator's record because we build its engines.

The four mighty Pratt & Whitney engines with which it starts in life come by the many-hundreds monthly from busy Buick plants.

We think a lot, as we build those engines, about the men who will ride beside them.

They get in the licks wherever there's a job to do. Just "git there fustest with

the mostest" bombs.

They count a lot on their engines — both to get them over the target before they are spotted and to get away from intercepting fighters.

So they count on us. And whatever it takes — *we're not going to let them down!*



MOTORS



The Army-Navy "E" proudly flies over Buick plants in both Flint, Mich., and Melrose Park, Ill., having been awarded to Buick people for outstanding performance in the production of war goods.

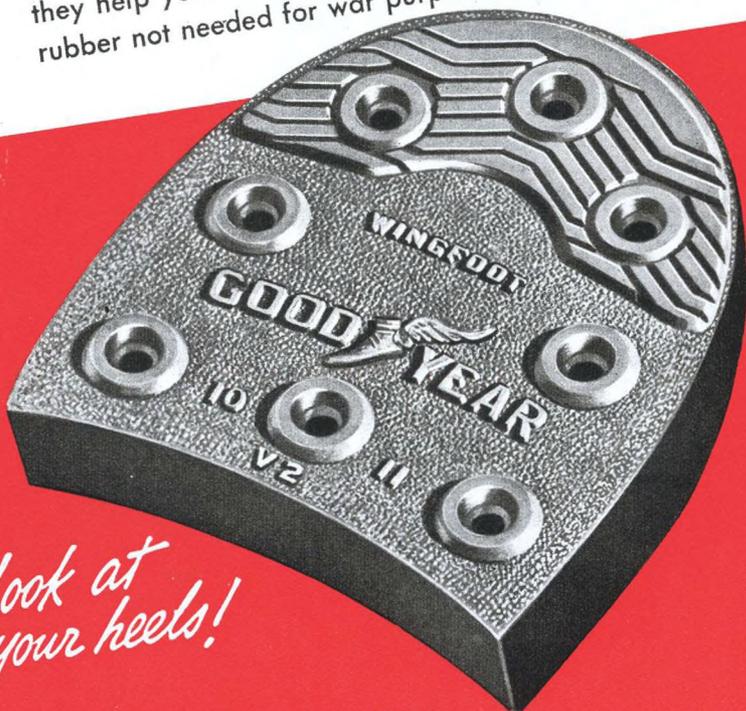
war goods
WHEN BETTER AUTOMOBILES ARE BUILT
BUICK WILL BUILD THEM



**Even old shoes
come back to life**

**...when you give them
these heels!**

Our armed forces need shoes! Lots of them. Which means we must conserve ours. See your repairman now. Have him repair your shoes before they're too far gone. And tell him to attach Goodyear Heels. They're comfortable, long-wearing. And because they wear down evenly they help your shoes last longer. Made of regenerated rubber not needed for war purposes. Get a pair today.



*Look at
your heels!*

GOODYEAR

THE GREATEST NAME IN RUBBER

MORE PEOPLE WALK ON GOODYEAR RUBBER HEELS THAN ON ANY OTHER KIND

INVASION JOURNAL

Second in a new series of eyewitness stories from the fighting fronts.

The Colonel's Flying Piano Box

By DONALD GRANT

LOOK war correspondent



A tiny, two-place observation plane takes off from a highway in Tunisia.

**It's too slow for fighters to hit . . .
and flies too high for the machine gunners**

Lt. Col. John McPheeters used to be a soap manufacturer back in Indianapolis, but when I first saw him he hadn't seen much of soap, even in bar-size lots, for weeks. He was standing in an olive grove on the Tunisian front in North Africa, a Tommy gun in the crook of his elbow.

He had a healthy, wind-burned complexion and his face was wrinkled in a wide grin. His regiment of 108-mm. howitzers, aided by American bombers summoned by him, had just finished knocking out some 300 German military vehicles which had been carrying supplies to the front. The Colonel had a right to smile.

Aerial Runabout

"I'm going over on the other side of the mountain right now," he said, "to take a look at the German losses."

Then he climbed into a Piper Cub observation plane and took off from a rutted, narrow road made through the olive trees by the wheels of jeeps.

The Tommy gun was still in the crook of his arm. It was for German snipers who might try a pot shot at him from the ground. A few minutes later he disappeared over the mountain.

The battle for Maknassy was still in progress. You could hear our big guns booming and the reply of the Germans' long after the sound of Colonel McPheeters' little plane was lost in the sky.

There was something almost ridiculous about this tiny plane, hardly bigger than a piano box,

being used in modern warfare on a par with great clanking tanks, colossal, long-range bombers and superspeedy, cannon-bearing fighter planes.

The Piper Cub is a slow, small, two-place primary training plane which cruises around 60 miles an hour and has a motor with less horsepower than the average passenger car.

After Colonel McPheeters returned from his tour of inspection—he had landed on a road just vacated by the Germans—I asked him about the little plane.

Grandstand Seat for a Battle

"It's the best thing we've got here," he replied. "It's slow enough so I can see what's going on, and it's got a radio in it so I can sit up in the sky and direct the fire of my guns."

"Of course, a Cub now and then gets shot down by machine-gun fire from the ground, but the Messerschmitts don't bother with them. The difference in speed between a fighter and this plane is so great that it's difficult for a fighter to hit one. Anyway, they don't try it."

Besides directing his guns from the plane, Colonel McPheeters uses it to scout terrain and enemy positions. And the back seat of a Cub is a grandstand seat from which to watch a battle, as I discovered that afternoon.

My pilot was Sgt. W. C. Schoonover of Lafayette, Ind., who is 23 now and has been flying since he was 16. Sergeant Schoonover also flies the Colonel.



YOUR battles, too!

Service men wear these decorations of honor and campaign ribbons proudly. Each colored ribbon tells its own story of sacrifices . . . of brave deeds . . . of battles fought.

But don't forget, the battles they stand for were your battles, too. Perhaps you helped win them.

Perhaps that pint of blood you donated to the Red Cross saved a boy's life at dawn in a New Guinea swamp. That rubber you saved may have fought at Jebel Tahent or Mateur. That gasoline *you* didn't use may be helping our armies drive on to Berlin.

There'll be many more battles for us civilians to take part in. It's more important than ever to buy that extra bond . . . a few more war stamps. Conserve all the food, and rubber, and gasoline we can.

We men and women of The Texas Company are helping to win battles, too, by producing millions of gallons of 100-octane gasoline . . . toluene for explosives . . . high quality lubricating oils for our fighting forces.

The proven valor of our fighting men deserves the best that we at home can give.

THE TEXAS COMPANY

TEXACO FIRE-CHIEF & SKY CHIEF GASOLINES • HAVOLINE & TEXACO MOTOR OILS



PROTECT MY GROWTH I'M A WARTIME CHILD



I Need the **VITALITY ELEMENT** Stored in Natural Oatmeal

Wartime scarcities of foods like meat, eggs and poultry now limit supplies of protein. Yet children must have the great vitality-growth element, protein, for normal growth. Adults must have it for stamina. No other food element replaces it. And nature stores protein in natural oatmeal more richly than in any other cereal.

It is important to know that no ready-to-eat cereal matches the protein value of natural Quaker Oats, even if made partially of oats.

Nature also stores many other food elements in this "favorite" whole grain. It is the richest thrifty source

of the spark plug Vitamin B₁. Your child should have this vitamin daily, or irritability, nervousness, constipation may result. *You* need it, or tiredness, nervousness may result.

Remember, too—a hot breakfast was recently recommended by 504 out of 514 food authorities for every growing child and working adult.

Give your children big bowls of hot delicious Quaker Oats each morning to help guard wartime growth. Serve delicious Quaker Oats daily to adults, to help protect stamina and energy.



QUAKER OATS

America's **SUPER Breakfast** . . . Not Rationed

Quaker Oats
and Mother's Oats are the same!



The other side of the mountain—seen from a slow-flying, low-flying plane.

The war is puny and men look like insects to an observer in the Colonel's flying piano box

As we lifted slowly above the mountain, we kept the radio tuned to our observation post so we could be warned if any German planes were dangerously close.

Looking down into the valley, I could see foxholes like pockmarks and the round, smoky scars left by bursting shells. And, from an olive grove beneath us, I could see the flash of our hidden artillery.

"Are they firing below or above us?" I asked the Sergeant.

"I don't know," he answered. He didn't seem interested.

We flew low over the mountain peak separating our lines from the Germans', then flew three miles behind the German lines. I could look over the rugged mountains and sandy valleys of Tunisia and see the outlines of a battle being fought by antlike creatures below.

Near the far horizon, around a lake, the British Eighth Army was pushing its column hard on the German left flank. Our artillery and infantry were attacking on the German right flank. Making a frontal attack up the valley in front of me was an American armored division—tanks moving in a cloud of dust.

The whole scene was absurdly like a bas-relief map built up out of flour and water by the sixth grade geography class. On one side of the bas-relief map I saw guns flashing and on the other side, 15 miles away, the mushrooming bursts of shells where they were landing on a German supply column. It seemed just too improbable that those mushrooms of dust and debris contained the broken bodies of men.

In the hills below us, Sergeant Schoonover shouted, were German infantry troops. I asked him if they ever fired on this little observation plane.

"They aren't very good shots," he answered.

Nevertheless I was happier when we had returned to our side of the mountain. I found the Colonel now eating a late lunch—canned rations heated on a gasoline stove which had come from a captured Italian gun position. He was sitting on the ground like an Arab, and still smiling.

"You can have your Flying Fortresses," he said after I had thanked him for the ride. "I'll take a Piper Cub every time."



Artillery warfare—from a fivver plane: It looks casual, but men died here.

BRILLIANCE WITH A PURPOSE

Like mirrors and jewels is the sparkle of polished metal parts in an Allison — but the eye cannot begin to see the perfection this brilliance reflects.

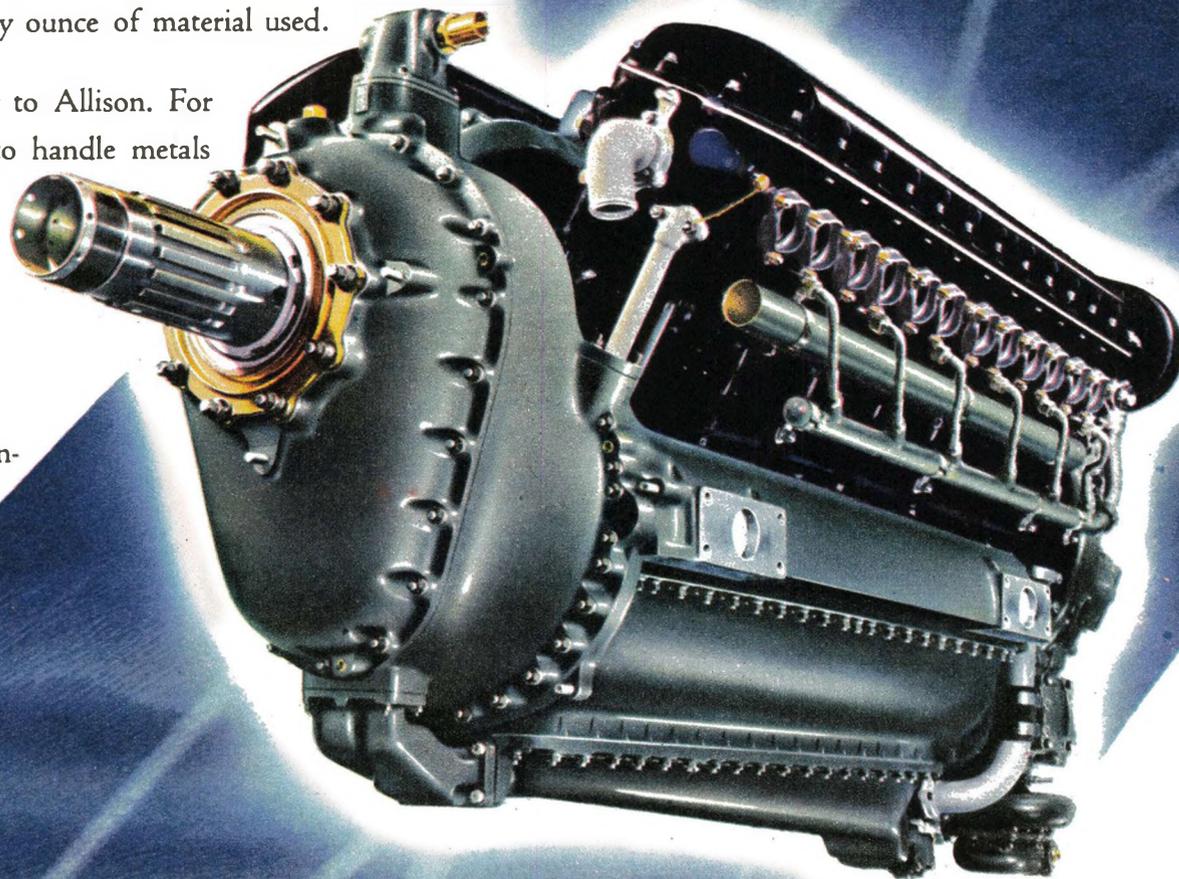
For one of the challenges in making aircraft engines is this . . .

To preserve — by exquisite accuracy of manufacture and finish — all of the inherent strength and endurance in every ounce of material used.

This need for perfection is nothing new to Allison. For years it has been our special province to handle metals with precision and lapidarian skill.

In today's tasks we are advantaged by all that General Motors has to offer in production techniques.

The result is a liquid-cooled aircraft engine which in performance can speak for itself — and an engine which we are resolved to make the finest in the world.



KEEP AMERICA STRONG
BUY MORE BONDS

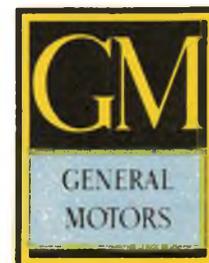
POWERED BY ALLISON

P-38—Lightning
P-39—Airacobra
P-40—Warhawk
P-51—Mustang

LIQUID-COOLED AIRCRAFT ENGINES

Allison

DIVISION OF

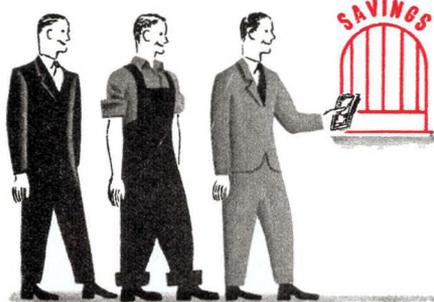


The Forgotten Man of Today

"It is too easy to assume that all consumers have surplus purchasing power . . . This easy assumption ignores the millions of salaried white collar workers—the school teachers, clergymen, the policemen, firemen and clerks . . . the dependent mother of the soldier boy . . . the widow living off the proceeds of her husband's insurance policy, and the old age pensioner. . . These unorganized millions must not become the Forgotten Men and Women of our war economy."

—President Roosevelt, July 2, 1943.

Millions of average Americans depend on investments for all or part of their income. How are they faring?



1 You are an investor if . . . You have a savings account, own stocks or bonds, life insurance, hold a mortgage, own property.

2 Are you a small investor? Yes, you probably are; 80% of all investors have annual incomes of less than \$3000.



6 What does your working dollar do for you? He pays you dividends on stock and life insurance, interest on bonds, profit from your thrift.

7 Why are you entitled to this "return?" When you spend, you get something in return. When you save (invest) you also merit a return.

8 How do small investors share in the return dollar? Over 40¢ goes to those earning under \$3000—11¢ to those earning \$3000 to \$5000.



11 Is there another penalty on investors? Yes, you are being doubly taxed. Government first collects taxes on corporation income (part

of which is your money) before you get your share in dividends. Then it taxes you again (through personal income taxes) on your share after you get it

12 How is this affecting your working dollar? He cannot pay you enough for you to invest in business to make new postwar jobs.

The Truth About the Forgotten Man

By HARLAN LOGAN

Editor of LOOK

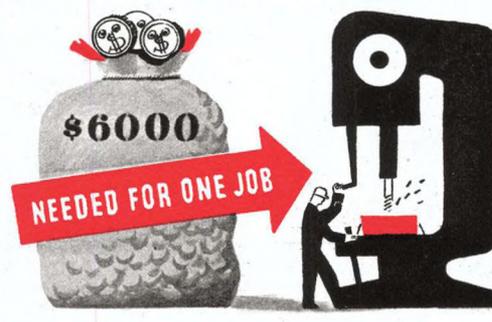
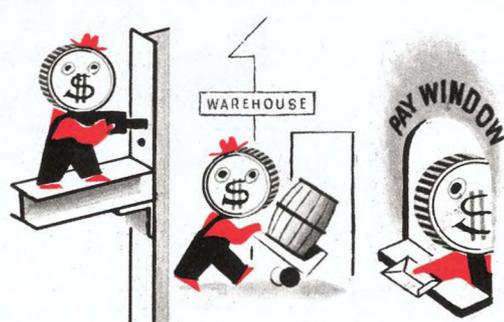
The small investor, with labor and management, forms the backbone of America's productive life. He is the man who made possible much of the industry that is now helping to beat the Axis. Through taxes and War Bonds he is paying for the war, and will pay for the peace.

Yet there is a school of thought in America which would liquidate him. This school believes that the way to postwar

prosperity lies in taxing investors to the hilt, taking their money and pouring it into Government projects intended to give employment to our people.

A second school believes that Government should restrict itself to the maintenance of fair conduct in business, protection of investors from fraud, provision for the needy, and preservation of public safety and national security. This school agrees that some services can best be supplied by Government, but contends that high employment can be maintained only by letting people save and invest in new businesses to create jobs. There are extremists in both camps.

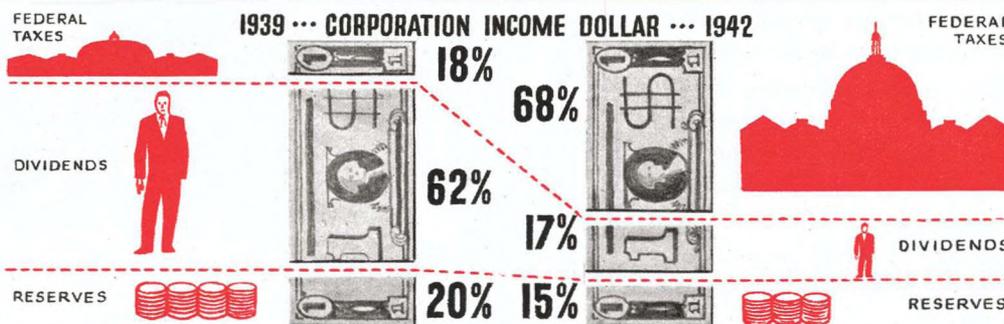
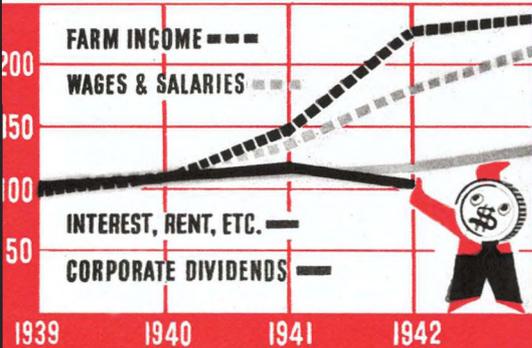




3 What happens to the dollar you invest? He emerges from your stock, bond or savings book to work, just as you work—to earn.

4 How is your working dollar employed? Industries, railroads, public utilities use him to build plants, buy raw materials and pay wages.

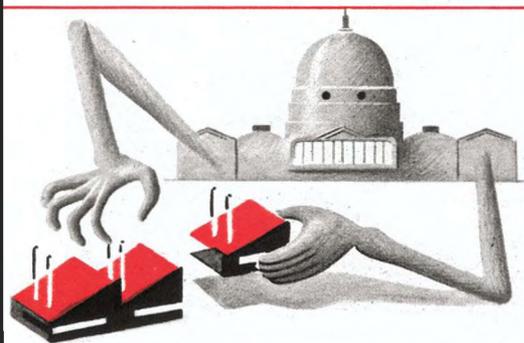
5 Are your working dollars needed by industry? Yes; \$6000 must be invested in plant, machinery and material to make one job in U. S. industry.



9 Why are you today's Forgotten Man? Because the return from your working dollar is declining. Relatively, you are penalized.

10 Why has this happened? Because present high taxes leave less for dividends. Federal taxes on manufacturers took

18% of net income in 1939, but 68% in 1942! So investors got less from their working dollars and corporations had less to set aside for postwar work.



13 But if you can't make new jobs, who will? Only Government will be left to finance industry, already owns 1/3 of our factories.

14 Why not have Government own all industry? Government ownership at its best means red tape—at its worst, Fascism or Communism.

15 How can we stop this dangerous trend? By tax laws which encourage you to invest in new industries which will make new jobs.

Statistical sources: see page 62.

Those in the first school want "a society in which nobody counts for anything except a politician or an official—a society where enterprise gains no reward and thrift no privileges." They want Government to finance all business, plan all production, control all distribution.

The other extremists want no Government "interference." They even view with alarm any attempt to protect standards of labor or safeguard invested dollars. They look back to a dead past instead of ahead to a challenging future.

The story told above leaves little doubt as to which extremists are now prevailing, and the dangers that lie ahead

on the road we are now traveling: the road of "let the Government do it." Today's taxes are discriminatory. The small investor is on the way to liquidation. The Government is making it more and more difficult to maintain or expand industry without calling for Government money.

While investors should be taxed heavily—as all of us must be—to win this war, they should not be destroyed. If, this year, Congress has the will to do so, it can adjust tax abuses. It can protect Freedom of Opportunity and lay a groundwork which will give Americans postwar incentive and a security such as no people has ever enjoyed before.



The flying fish with a steel lung

FIRST it flies. Then it swims. And anything it hits goes boom!

It's Uncle Sam's aerial torpedo. The kind our torpedo bombers are using these days to deal out grief to Axis ships.

Inside this "flying fish" is a steel lung, full of compressed air. When the torpedo is released, the compressed air drives it viciously toward its target.

A special kind of steel is needed to make the steel lung. It has to be thin and light to help reduce to a minimum the load the torpedo plane must carry. And it has to be very strong—to withstand air pressure of many hundreds of pounds per square inch.

The special steel for the lungs of aerial torpedoes is just one of the many developments that have emerged from United States Steel laboratories to help win the war.

You've read about some of the others: special steel springs for torpedoes and bombs; portable steel landing mats for bombers; new steels for aviation; tin plate, made with only a fraction of the precious tin once needed.

Will they benefit you after the war?

You can be sure they will. For then the new steels inspired by war will be ready to serve you in a thousand peacetime products . . . from lawn mowers to skyscrapers. You'll find that the U·S·S Label means more than ever on the goods you buy. And that no other material rivals steel in usefulness and long-range economy.

NEW STEELS FOR AMERICA

BUY WAR BONDS EVERY PAYDAY

The money you loan builds America's war strength. Yours again to spend in years to come . . . for new comforts, products of steel, things for better living.



AMERICAN BRIDGE COMPANY · AMERICAN STEEL & WIRE COMPANY · BOYLE MANUFACTURING COMPANY · CARNEGIE-ILLINOIS STEEL CORPORATION · COLUMBIA STEEL COMPANY · CYCLONE FENCE DIVISION · FEDERAL SHIPBUILDING & DRY DOCK COMPANY · NATIONAL TUBE COMPANY · OIL WELL SUPPLY COMPANY · TENNESSEE COAL, IRON & RAILROAD COMPANY · TUBULAR ALLOY STEEL CORPORATION · UNITED STATES STEEL EXPORT COMPANY · UNITED STATES STEEL SUPPLY COMPANY · UNIVERSAL ATLAS CEMENT COMPANY · VIRGINIA BRIDGE COMPANY

UNITED STATES STEEL





AMERICA'S FIGHTING FACES

Lieut. Barrett Gallagher helps deliver the goods to America's world-wide battle fronts

Only a few dim stars twinkled overhead as the convoy slid through the dark wastes of the North Atlantic. On the bridge of freighter X, Lt. (j.g.) (then Ensign) Barrett Gallagher ordered his gun crew on special alert, stepped below for a cup of coffee.

As he stepped, the torpedo struck. Gallagher, grabbing a scarf, morphine and binoculars, rushed to his gun. But there was no time to fight the U-boat, no lights to seek it out—already the wounded ship was settling. He ordered his men to jump, was himself the last to leave.

Of the 17 who jumped, only seven—including Gal-

lagher—reached life rafts. They drifted 12 hours, were picked up at noon. Back in Manhattan, where in pre-war days he was a crack portrait photographer, Gallagher pulled proudly at his three-month-old beard, described the noise of the torpedoing:

"It was terrific; first came the explosion, then the crashing of bulkheads, mingled with rushing water, ripping rigging, escaping steam. My first thought? Save the binoculars—the Navy needs them and needs them badly."

He did save them—six weeks later was using them on another freighter, bound for another fighting front.

PEBECO PETE SAYS :

*"I specialize in budget stretching—
And help to make your smile more fetching!"*

1. Pebecco Tooth Powder gives you 60% more than average of 6 other leading tooth powders!

2. Makes teeth sparkle. No other dentifrice cleans teeth better than Pebecco.

3. You get no grit in Pebecco Powder! It cannot scratch tooth enamel.

4. Tastes peppy, too . . . makes mouth feel fresh. Get Pebecco Powder today—and stretch your budget!

GIANT SIZE ONLY 25¢

Also Pebecco Tooth Paste . . . clean, refreshing flavor . . . 10¢ and 50¢

Big 10¢ size, too



★ BUY WAR BONDS AND STAMPS ★

Copyright, 1943, by
Lehn & Fink
Products Corp.

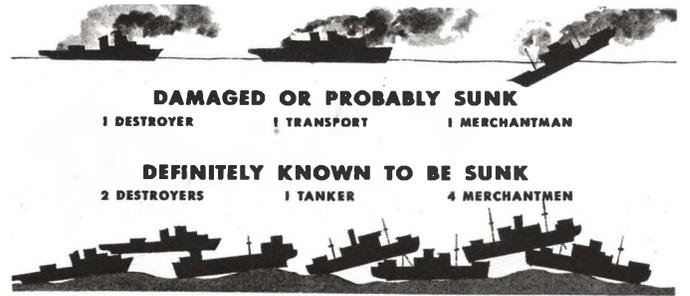
"Take Her Down"—Most Gallant Order of the War

Commander Howard Gilmore gives his life to save his submarine after a battle with a Japanese ship

AMERICAN HEROES



Two immortal Navy phrases have come out of this war. The first, "Sighted sub, sank same," was radioed by Ensign Don Mason from his plane off our Atlantic Coast (LOOK, July 14, 1942). The second, "Take her down!" was the order Comm. Howard Gilmore called out in the Pacific night from his bullet-swept submarine bridge. Gilmore, native of Selma, Ala., graduate of Annapolis (1926), in eight months—around the Aleutians, off Japan, in the South and Southwest Pacific—damaged 1 destroyer, 1 transport; probably sank a merchantman, sank 2 destroyers, a tanker, 4 merchantmen.



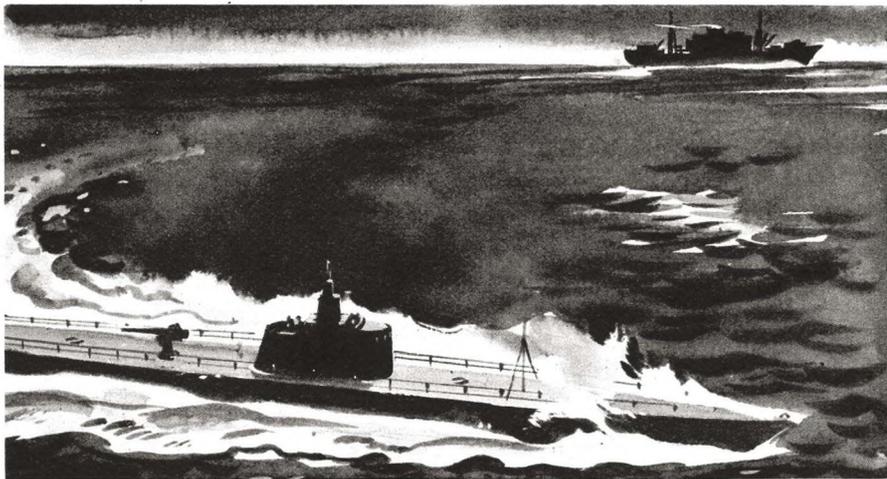
STORY BY DON WHARTON—DRAWINGS BY GLEN THOMAS—TWENTY-NINTH IN LOOK'S AMERICAN HERO SERIES



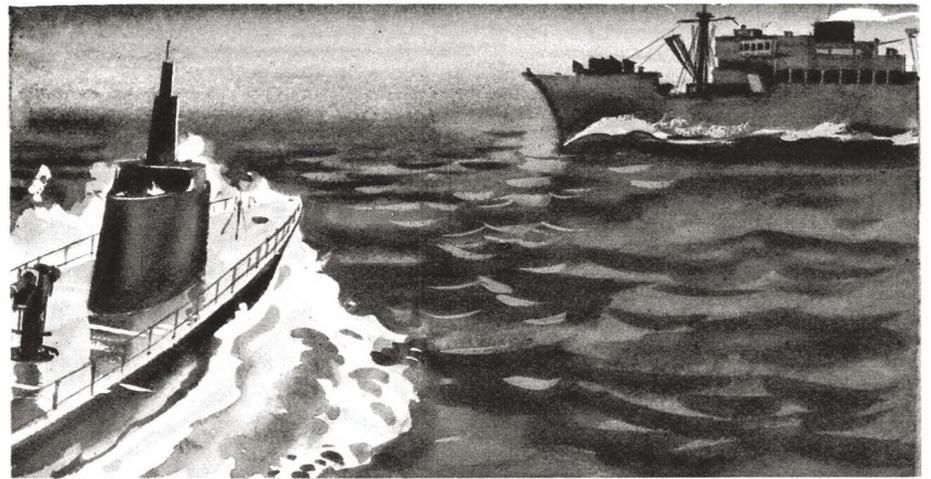
1 As his sub plows the dark surface toward her base after a mission off Rabaul, Gilmore, bunking in the conning tower to be near the bridge, gets a hurry call.



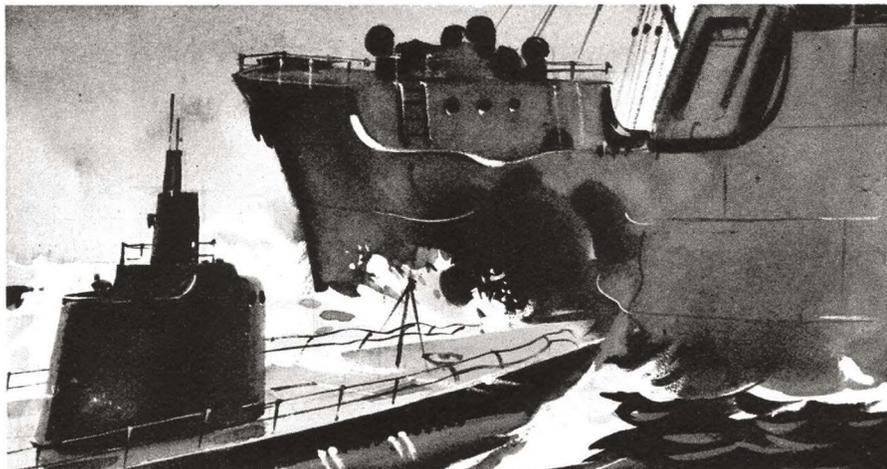
2 On the bridge, Commander Gilmore finds Lt. "Jeff" Davis has spotted an unrecognized Japanese ship a mile to starboard, turns his submarine to stalk the foe.



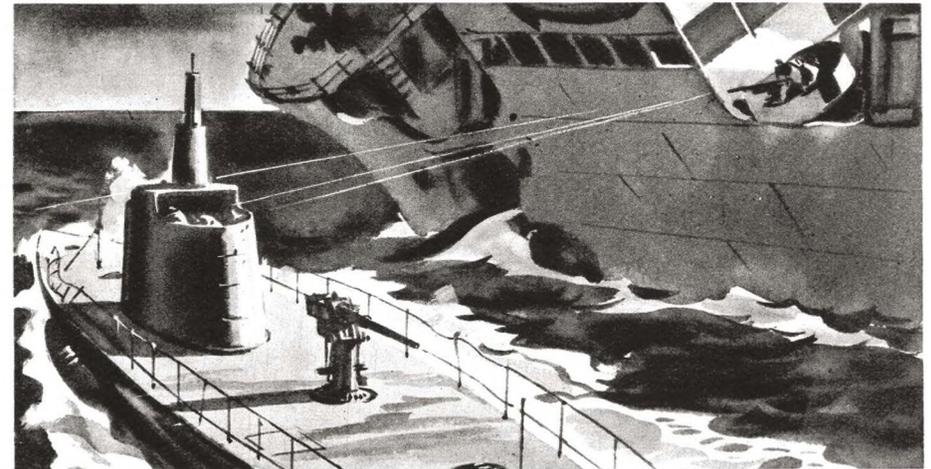
3 Darkness hides the enemy's identity. Distance and angle are too great for accurate shots. The sub holds her fire and continues maneuvering for better position.



4 In the blackness, the Jap ship also turns, suddenly comes out of the murk, bearing down on the sub — trying to ram her. Expertly, Gilmore alters his course again.



5 In a desperate battle of navigation, Gilmore changes speed. He gives his craft a couple of zigs, outwits the Jap skipper — and rams crashing into his quarry.



6 The force of the blow sends the sub swerving alongside the ripped merchantman. The Jap ship lists heavily, instantly opens fire with a .50-caliber machine gun.



7 "Clear the bridge," Gilmore shouts. "Stand by to dive!" Davis scrambles down the hatch, Signalman McCabe following. A second burst tears into the six others.



8 Davis hurries to his post in the control room. McCabe turns, raises his head through the hatch, sees Lookout Wade wounded on the bullet-raked deck, helps him in.



9 Ignoring Jap bullets, McCabe leans out again, gropes around, touches Lookout Baxley, whose right leg has been shot away. McCabe gets Baxley through the hatch.



10 Gilmore, Ensign Williams and Lookout Kelly are still missing. McCabe peers out again. By him stands Lt. Comm. Arnie Schade, the submarine's executive officer.



11 Out of the dark comes Gilmore's voice. "They got me, Arnie," he says to Schade—and issues his last

order. Schade hesitates, calls out: "Close the hatch!" The diving horn sounds. Then — water washing over

the deck where her helpless skipper lies—the sub responds to his final, heroic command: "Take her down!"

THEY FARM FOR FREEDOM

Two city girls spend their summer helping one of America's 6,000,000 farmers produce food



Pat Pynchon (left), Arnie Little and Babs Wilkins plan a farm day. Both girls are 15; Pat lives in Washington, D. C., Babs in White Plains, N. Y.

This summer an estimated 3,500,000 Americans went back to the land—not just for fun, but to salvage the nation's crops. For 1943, farmers are aiming at production 14 per cent above the 1938-42 average, yet skilled farm workers are at a 25-year low. Hard-pressed to maintain even a minimum labor force, farmers have replaced experienced hands (now in uniform or war jobs) with women, children, older men, city dwellers—whatever help they could get.

Typical emergency farm laborers are young Patricia (Pat) Pynchon and Barbara (Babs) Wilkins, two of 30-odd teen-agers who spent their summer at the "Food for Freedom" camp run by progressive little Goddard College in Plainfield, Vt. These youngsters lived at the college, toiled six days a week on neighboring farms.

Pat and Babs worked for Arnaud (Arnie) Little, whose prosperous 310-acre farm nestles in the rolling foothills of the Green Mountains. Arnie Little's 40 dairy cows average 1000 pounds of milk a day for the Boston market. Arnie also grows much hay: each cow eats two and a half tons (plus corn silage) during the long Vermont winter.

This year Arnie had an especially urgent problem, for when the hay ripens it must be promptly cut and stored to avoid protein loss. It's no one-man job—but Arnie's last hired man left him for a city job in April. Then Pat and Babs arrived. They helped Arnie Little get his precious hay in on time—and so did their bit to aid a nation at war.



Doing men's work for \$1 a day, Pat rakes the new-cut crop into neat rows for loading and Babs gathers loose hay with a pitchfork. Both are from well-to-do families, spent former summers at resorts or girls' camps. This year they got just as tanned, had just as much fun, learned about farming besides.

As hay comes from the mechanical loader, Babs and Pat fork it to the front of Arnie Little's truck. For them, eleven loads is a taxing day's work.





Summer morning at Goddard College: teen-agers head for farms—some as much as 7 miles away—where they make hay, weed gardens, tend stock, cut wood, do housework.



Girls meet Arnie Little at Plainfield creamery, a mile walk from the college. Milk cans emptied and sterilized, they go by truck to Arnie's farm. Arnie augments his dairy income with turkeys and a fine stand of sugar maples.



Farm work starts: dew-wet hay is forked over to dry in the sun; if stored damp, it might set itself afire. Here horses are driven by Floyd Ryan, 15, only one left of three men and three boys working for Arnie a year ago.



Hours in the sun call for a moment with the water jug. Here Babs drinks as Pat fondles Peter, Australian sheep dog used on the Little farm to drive cows and turkeys. Shortly the truckload of hay will be moving to the barn.



Storing hay, Pat backs small truck away to pull rope, thus lift tongs-like "fork" which empties hay truck in six "bites." Babs holds trip rope to open fork when it is high in barn. Next comes dinner: reward for work well done.

*The other man
in your car's life!*

Of course, you know the car dealer or repairman who keeps your car in good repair. But *there's another man* in your car's life you probably don't know. He is the automotive jobber. He supplies repairmen and car dealers with vital replacement parts so that cars, trucks and tractors can be kept running efficiently and economically. He also supplies needed parts to the Army and Navy. If he is a McQuay-Norris jobber he has a complete line of parts specifically engineered for each make and model of car and truck... parts backed by thirty-three years' experience in precision manufacture. You may never see the McQuay-Norris jobber, but be sure to visit the repairman or car dealer who sees him regularly. *America needs your car.*

1806
MOTUA



"Repairmen, car dealers and automotive distributors have an important role in America's total war effort. In a very real sense, they are essential war workers because their job is to keep our vital automotive transportation system functioning. It is the patriotic duty of every car and truck owner to see to it that his precious equipment is kept in good repair and operates without waste."

C. D. McKIM, Executive Vice Pres.
National Standard Parts Ass'n.

McQUAY-NORRIS

PISTON RINGS • PISTONS • PINS • VALVES



BEARINGS • SLEEVES • PUMP PARTS

BOLTS • BUSHINGS • SILENT-U SHACKLES • WHEEL SUSPENSION PARTS



Brünnehilde at the Ball Game

Helen Traubel, America's great Wagnerian soprano, watches Yanks whip the Browns



Husband William Bass buys tickets . . .



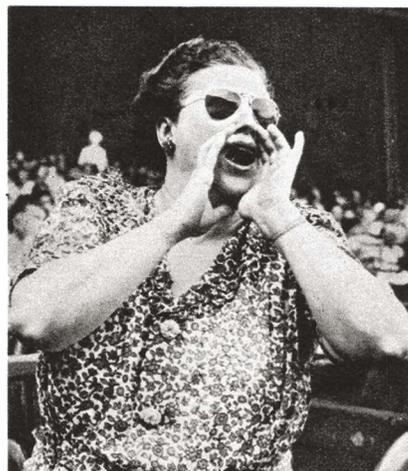
. . . and Traubel sets up the cold drinks.



The Browns score in the second, and . . .



. . . the St. Louis-born singer rejoices.



In the fifth, the Yanks tie it up, and . . .



. . . Helen seeks solace in a hot dog.



St. Louis fights hard in the seventh . . .



. . . but not in the tenth. Yanks win: 6-4.

PASS INSPECTION! AVOID '5 o'clock Shadow'



1. When it's a date with a trim, smart girl in Army khaki remember this—she's trained to be particular. So make certain you avoid messy "5 o'clock Shadow" by shaving with a genuine Gem Blade.

2. You'll pass inspection every time . . . when you shave with Gem. Made by the makers of your Gem Razor, Gems must fit precisely, shave perfectly. They're economical, too, because their durable edges stay sharp longer.

YOUR DEALER HAS
AN AMPLE SUPPLY
OF GEM BLADES!



GEM

Your Gem Razor must last you for the duration; dry it carefully after each shave.



1. The other evening . . . somebody rang our front door bell . . . and I didn't want to put on my shoes so I said, "Put out the lights, Quick!" which my wife did . . . meanwhile, peering through the curtains from a vantage point, she said . . . "It isn't the air-raid warden or the Stanley Jones, or anybody we know, and it doesn't look like somebody who wants us to put money into something . . ." "Up with the lights," said I, "and let the man in," which she did.



2. And the man said, "Good Evening Friend," and for a nasty moment I was afraid he'd ask us if we had been listening to our radio or what shaving cream I liked or whom I'd vote for in 1944. But he was all right . . . He did nothing of the sort.



3. He just sat down, friendly like and told us about Postum . . . how good it was. He was a good talker and he had our mouths fairly watering . . . to taste that rich, full-bodied flavor . . . that heart-warming goodness . . . it sounded good . . . it certainly did.

4. And my wife said, "Thank you so much. I always had an idea that Postum was something that was supposed to taste like tea or coffee or something . . ."

And the man . . . crinkled up his face and smiled very patiently . . . and said, "People say that until they find that Postum is a swell drink in its own right. Would you like me to make you a cup?" And by that time we felt like he was one of the family . . . he even took off his shoes and wiggled his toes . . . with the best of us . . . so we said . . . "Wonderful!"



5. So he made us some Postum . . . using our hot water and his Postum . . . from a package which he carried in his pocket . . . and it was wonderful . . . wonderful.



6. Then he stood up and said, "Good Night All." And there was a little puff of smoke and he disappeared.

"My Heavens!" said my wife and I just blinked my eyes.

He was gone just like that . . . with nothing but the package of Postum on the table to show or prove . . . he'd even been there.

And my wife said, "Maybe it would be better if you and I didn't mention this to anybody. We know it happened . . . but we couldn't prove it and besides . . . the children have to grow up around here . . ."

"That's right," I said, "we won't say a word about anything except . . . what a perfectly swell drink Postum is . . ."

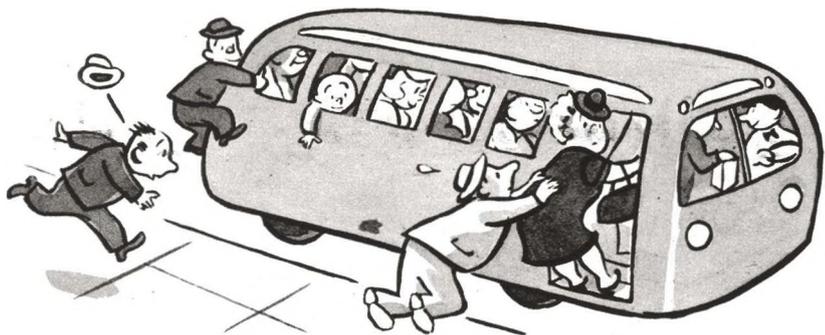


Have you tried iced Postum? It's one of the grandest summertime drinks you ever tasted. Treat your family to iced Postum today!

Postum

ONE OF AMERICA'S GREAT MEALTIME DRINKS





Have to stand in the bus? Find yourself in a muss? Feel like starting a fuss?



Roland COE

-well, laugh it off with **LIPTON'S!**



LIPTON TEA tastes so much better, people drink more of it than any other brand!

Even "tough guys" need lipstick



U. S. Army Official Photo from Keystone

Fighting men found that taking care of the lips heads off a lot of trouble. Sun, wind, dust, and grime (over-dry homes, too) can cause painful lip conditions. That's why Fleet's Chap Stick is the biggest little thing in the soldier's pack. Avoid troublesome, unsightly lip conditions that may become serious by making lip care a daily habit. Give your lips a "film of

protection" with Chap Stick. Gently medicated, made especially for the lips, Chap Stick soothes and helps heal wind-burned, sun-burned and chapped lips, too. On sale at drug counters, PX's and Ship's Service Stores everywhere. And ON DUTY WITH OUR FORCES THE WORLD OVER. Only 25¢. Chap Stick Co., Lynchburg, Virginia.

Guard your lips...



morning - noon - and night

BATTLEFRONT SPORTS

U. S. Marines engage in them on fields hacked out of jungles—almost within earshot of gunfire



Leathernecks play basketball with little formality but much gusto on a dirt court which they cleared themselves at an advance base "somewhere in the Pacific." Equipment is supplied by recreation officers and the Red Cross.



American fighting men enjoy baseball on a village green against a backdrop of thatched huts and palm trees with native youths as audience. Natives watch in bewilderment as Marines play hard in the hot tropical sunlight.



After their games, leathernecks refresh themselves with a quick swim in a jungle pool sprayed by a waterfall (left) and overhung by thousands of tropical plants. Swimming holes like this are warm in January and in June,



* Apple "Honey"

HELPS KEEP OLD GOLDS FLAVORFUL AND

FRESH!



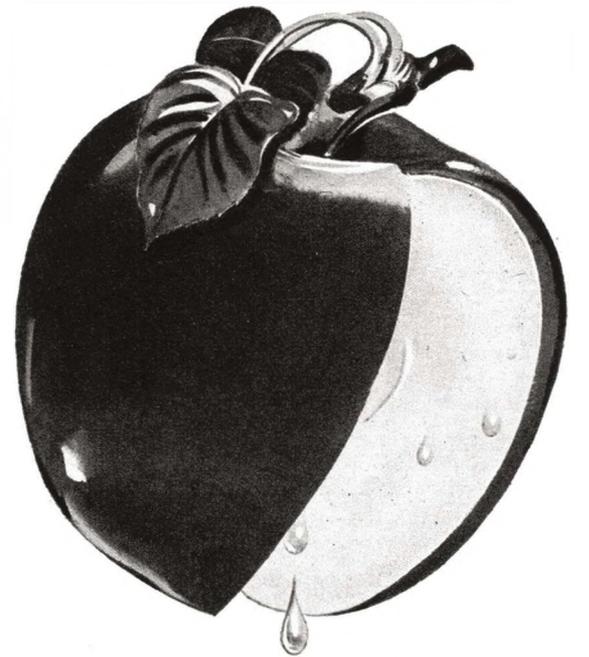
Apple "Honey," a new conditioning agent evaporated from the pure juice of apples, helps keep the tobaccos of Old Gold's famous blend *fresh* and moist on the way to you.

How Apple "Honey" works . . .

Sprayed on every single shred, *Apple "Honey"* protects the natural moisture tobaccos need to retain their freshness. And it makes no change in flavor—has no effect on the grand taste that has won millions of friends for Old Gold.

How Apple "Honey" works for you!

Apple "Honey" helps give you the pleasing Old Gold blend of fine imported and domestic tobaccos including delightful Latakia, *with the freshness protected.* It's a smoke millions enjoy. Buy a pack of Old Golds today and see why.



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* This new moistening agent was first developed by scientists in the Eastern Regional Research Laboratory of the U. S. Department of Agriculture. We named it Apple "Honey."

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Illinois gained 13 yards on this thrust while upsetting Minnesota, 20-13, in 1942. This year, experts expect a bumper crop of similar high scores.

1943 FOOTBALL PREVIEW

There is but one thing certain about the 1943 football season—its uncertainty. From coast to coast, the game will go on. It will be crammed with action, packed with interest, paced by a few excellent teams. But the sport won't measure up to prewar standards. Instead, it will be weird, wild and woolly. Here are the reasons:

1 Approximately 85 per cent of last year's players have been called to the colors. Accordingly, the civilian material now available is composed almost exclusively of boys under 18 years of age or classed as 4-F.

2 Transportation restrictions have forced a reshuffling of most college schedules. Intersectional competition has generally been abandoned, many long-standing traditional rivalries have been shelved until after the war.

3 Navy and Marine inductees assigned to military schools established at colleges may play for the institution at which they are training; Army men taking similar training have been barred by War Department order.

Scores of Colleges Will Play

These military decisions were critical for many schools. Such football powers as Fordham, Tennessee, Boston College, Vanderbilt, Auburn, Harvard, Baylor, Mississippi and Mississippi State—unable to use Army inductees and almost totally shorn of civilian students—have dropped the game for the duration, along with more than 100

Teams will be weaker, squads smaller, gate receipts lower — but from coast to coast the gridiron show will go on

By GRANTLAND RICE

America's outstanding sports writer



Mr. Rice (left), top U. S. football writer for 30 years, was assisted in the preparation of this article by four sectional experts—Ed Danforth of the *Atlanta Journal*; Braven Dyer, *Los Angeles Times*; Lloyd Gregory, *Houston Post*; Charles Johnson of the *Minneapolis Star-Journal*.

smaller institutions. Other colleges, such as Purdue, Michigan, Southern California, Notre Dame, Dartmouth, Yale and tiny Southwestern, of Georgetown, Tex., bolstered by Marine and Navy personnel, may surprise fans with their strength.

For the past several months, I have talked to scores of coaches and dozens of football experts. In general, they agree on three points: 1) hundreds of schools will field teams; 2) the trans-

planting of many stars from the teams with which they played last year to Navy camps at other institutions will have an astonishing effect on competition; 3) since coaches will have far less time for practice and almost completely new line-ups, the form chart can be tossed away.

It is safe to predict that the season will be featured by a startling number of upsets. Few teams will attain the polish of such 1942 titans as Ohio State, Georgia, Texas and U. C. L. A. Scores will be higher, plays less precise, but more exciting. The Navy's transfer of stars from one college to another will add zest. The situation was best summed up by Coach Dewey Luster of Oklahoma, who said: "We're comin' in on a wingback and a prayer."

Attendance Will Decline Slightly

Despite traveling difficulties, I believe that good teams and those situated in metropolitan centers will continue to draw large crowds. Colleges in sparsely settled areas may suffer sharp attendance declines, but sports fans have proved by their enthusiasm for racing and boxing that they will turn out for major spectacles. Upwards of 75,000 are expected to watch Notre Dame meet Michigan at Ann Arbor on Oct. 9, and such traditional classics as the U. S. C.-U. C. L. A., Notre Dame-Army, California-Stanford, Penn-Navy and Georgia-Georgia Tech games will similarly be played to near-capacity throngs.

when that *Great Day* comes!



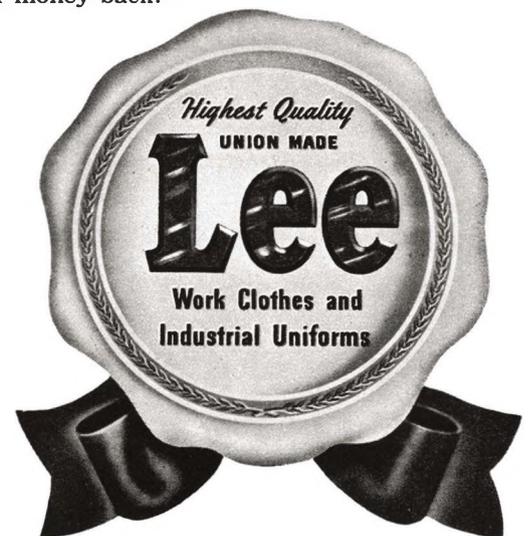
You'll wake up some morning with the last belligerent Jap gone the way of his ignoble ancestors. The shout of "Heil Hitler" will no longer threaten slavery and death for free people.

To hasten that day you accepted rationing of the miles you drive, the very food on your table, the fuel to heat your home in winter. *This, is America at war!*

From time to time, you may have found your Lee Dealer temporarily short of your favorite Lee Work Clothes. But you have been patient because you knew that somehow, the materials for the particular Lee you wanted at the moment had gone to clothe a soldier.

Until "The Great Day" comes, Lee Work Clothes will continue to fight on many fronts. In the meantime your Lee Dealer is receiving new shipments of Lee Work Clothes as often and in whatever quantities available after military needs have been met.

Now, as always, you'll find LEE is your best buy in work clothes. If your Lee Dealer doesn't have exactly the garment you want, he may have a different one suitable for your purpose. If you should happen to hit one of those rare times when he can't supply you at all, you'll be glad you waited a few days for the garment with this unconditional guarantee, "Your Lee garment must *look better, fit better, wear longer* than any garment you've ever worn . . . or you get a new one free or your money back."



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the smoker's nose and throat!



WHEN SMOKERS CHANGED
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EVERY CASE OF IRRITATION
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DUE TO SMOKING—EITHER
CLEARED COMPLETELY OR
DEFINITELY IMPROVED!

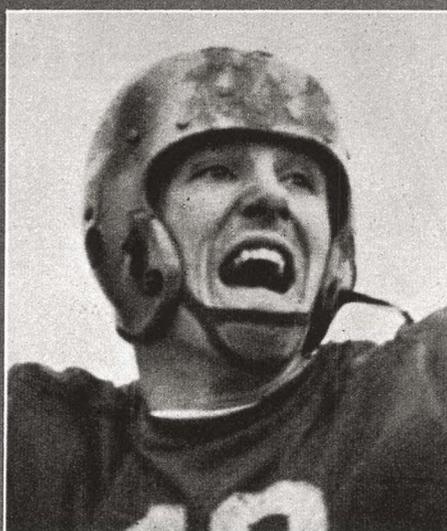
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journals, on clinical tests
made by distinguished
doctors. Proof that this
better-tasting cigarette is
better for you . . . less irri-
tant to nose and throat!

CALL FOR PHILIP MORRIS

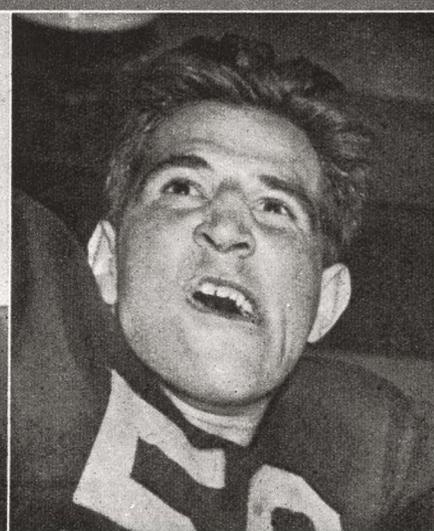
America's *Finest* Cigarette

FOOTBALL PREVIEW . . . continued

Grantland Rice and LOOK's board of experts predict that these



Angelo Bertelli, sensational passer chosen on the 1942 LOOK-Bill Stern All-America, will spark Notre Dame's attack during the first five games.



Alex Agase, star guard at Illinois last year and another member of LOOK's All-America, will play for Purdue while in Marine training.

Only the Navy and Marines have kept

The task of selecting national standouts was never more complicated, but from the end of a slender limb I give you Michigan, Army, Navy, Washington, Duke, Southern California, North Carolina, Georgia Tech, Notre Dame and Southwestern, of Texas, which may be the surprise team of 1943. Near the top are Texas, Purdue, Yale, Dartmouth, Northwestern, T. C. U. and Tulane. Last year's leaders, Ohio State and Georgia, were among the hardest hit by the Army ban, but coaches Paul Brown and Wally Butts are experts at making little material go far. A review of prospects by sections follows:

THE EAST—Army and Navy should pace a section in which attendance is not expected to decline appreciably, but which has lost

such stalwarts as Fordham, Boston College, Harvard and Duquesne along with some 20 lesser-known institutions.

I have seen Army at work and the team—not big, but fast and smart—should go far. Coach Red Blaik has a foundation to build on; his teams have always been exceptionally alert. At Navy, 10 lettermen returned; by midseason the Middies will be powerful.

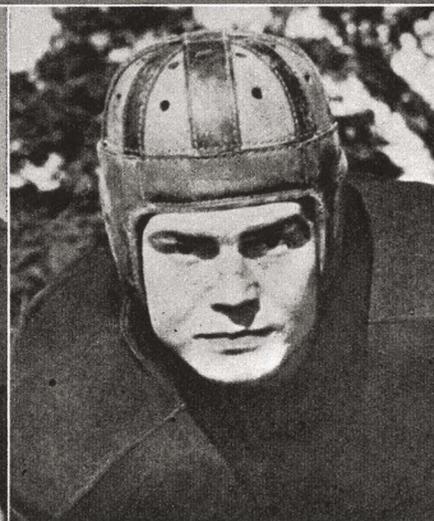
Dartmouth and Yale Are Strong

The service schools will be pressed in the East by Dartmouth and Yale. The former is counting on uncovering football ivory among its 2 000 Navy men. Yale, like Dartmouth and virtually every other college, similarly depends on its military personnel—1200 Navy students

In the East and South, gridiron specialists pick this quartet of



Al Channel, Navy's captain and end, heads 10 returning lettermen who form nucleus of a potentially strong, always dangerous Annapolis varsity.



Francis Merritt, of Army, one of East's standout tackles, has a key role in the new T formation attack introduced this year at West Point.

four stars will head the parade of all-Americans in the West



Jackie Field led Texas to a Cotton Bowl triumph last season, this year is playing in the backfield while training at Southwestern (Tex.) U.

Jackie Fellows, Fresno State's contribution to LOOK's 1942 All-America, will pitch passes for U.S.C. while in training for the Marines.

college football alive this season

and 300 Marines. The second flight is composed of Columbia, Cornell and Pennsylvania, with Pitt, Penn State and Princeton trailing. Pitt, now coached by Clark Shaughnessy, has adopted the T formation, but the material is very weak.

THE SOUTH—This area has lost the greatest number of big-name teams—Vanderbilt, Tennessee, Auburn, Kentucky, Florida, the Mississippi, Georgetown and dozens of smaller schools. Most colleges in this section are jammed with military trainees, but civilian undergraduates have all but vanished. Current favorites are Georgia Tech in the Southeastern Conference and the perennially strong Duke Blue Devils in the Southern.

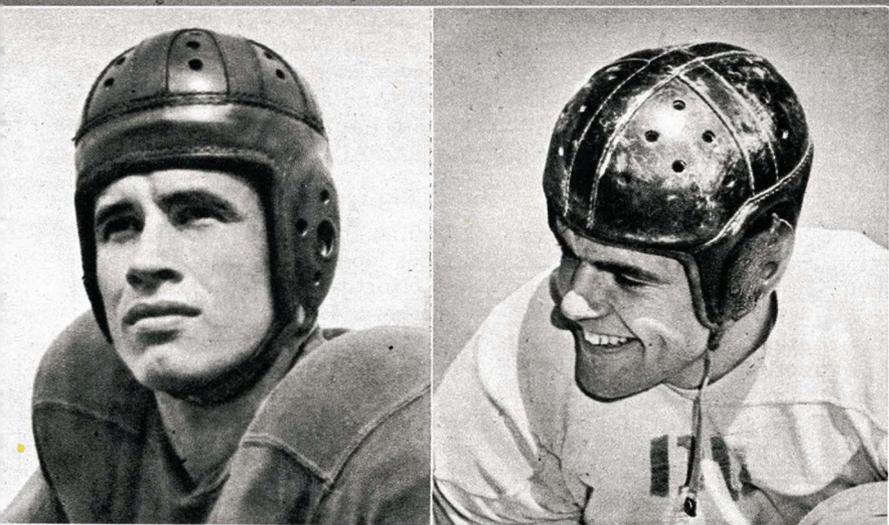
Both schools have Navy units to draw on, and advance reports indi-

cate they may field teams good enough to defeat most peacetime rivals. Their meeting in Atlanta on October 30 is expected to decide the sectional championship.

Tarheels Meet Duke Twice

Georgia Tech regards Tulane and L. S. U. as its strongest conference competitors. These elevens are virtually the only other potentially powerful aggregations left in the riddled Southeastern league. Duke, like Tech, is loaded with touted transfers and local talent. The Blue Devils have little except North Carolina to defeat in what is left of the Southern Conference, but that may be enough. The Tarheels meet Duke twice this season, and in this traditionally bitter rivalry either team can attain inspired heights.

1942 stalwarts as the probable sectional standouts of 1943



George Manning, third-string center on 1942 LOOK All-America, is one of six returning members of Georgia Tech's Cotton Bowl team.

Bob Gantt, selected as third-string end on last year's LOOK All-America, again is expected to pace southern wingmen with his play at Duke.

A beautiful smile
commands attention

Make your smile
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PEPSODENT "50-Tuft" Tooth Brush



Now Improved
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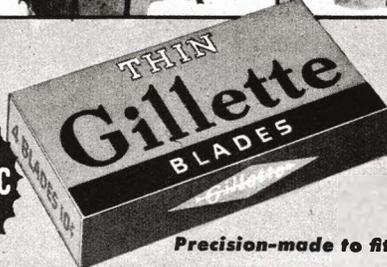
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 And save you trouble, time and cash!



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 Blade Is Produced
 By The Maker
 Of The Famous
 Gillette Blue Blade

4 for 10¢

Precision-made to fit your Gillette Razor exactly

FOOTBALL PREVIEW . . . continued



Georgia smashes a first down against U.C.L.A. in the Rose Bowl classic—richest of postseason gridiron plums. Bowl sponsors have not yet announced 1944 plans, but indicate that their games will be played if war news is favorable.

Washington's Huskies are favored

Attendance forecasts in the South are generally good. Season ticket sales have boomed at Tech, Tulane and L. S. U. Duke and North Carolina must depend on liberal gasoline rationing to draw big crowds to their games.

THE SOUTHWEST—Tiny Southwestern University, which last year had a total enrollment of only 462, is the nation's potential giant killer. Some Texas experts say flatly that if any local eleven is invited to a Bowl Game, the Pirates will get the bid. Reason: the presence in Navy and Marine uniforms of almost a score of stars who played for other Texas schools last year—among them John Bond and Van Hall of T. C. U., Bubo Barnett of Baylor, Red Maley and Tom Dean of S. M. U., and another half-dozen ballyhooed veterans from University of Texas.

Texas Is Conference Favorite

Within the Southwestern loop, the preseason choice is the 1942 champion Texas squad, abetted by 60 Navy trainees with football experience—many of them from California. The Longhorns' foremost rival is T. C. U., rated second on the strength of Navy personnel. Other members of the conference are question marks. Texas A. & M. is stocked with Army trainees who can't play; Baylor, faced with an acute material shortage, has dropped football for the duration. Attendance prospects are good at Rice, T. C. U., S. M. U. and Texas, but Texans report that football will not be followed with the hysteria accorded it in recent years.

THE MIDWEST—This long acknowledged football stronghold again will provide several of the nation's upper-bracket gridiron machines. The Big Six is suffering from a serious manpower shortage,

but the Western Conference can produce candidates for the mythical national title in Michigan, Purdue and possibly Northwestern. And, although Coach Frank Leahy is pessimistic, many experts believe that Notre Dame—as always—will be an extremely hard-shelled nut to crack.

Few Midwest Casualties

Football fatalities among Midwest colleges are few. No nationally famed gridiron college has withdrawn from competition (the most important casualties: Detroit, Washington of St. Louis, Western Reserve). However, the shift of manpower from classrooms of one school to Navy training sites at others has completely upset the 1942 balance of power. Michigan, with both Navy and Marine personnel on the campus, is banking on a team at least as good as that of last year. The Wolverines gained Elroy Hirsch, Jack Wink and Fred Negus from Wisconsin's great 1942 varsity, and Bill Daley from Minnesota. And as holdovers there are Captain Paul White, Merv Pregulman and Al Wiese.

Big Ten Closely Matched

Although slight favorites, the Wolverines look for trouble from Purdue, Northwestern and possibly Minnesota. Purdue picked up five men from Missouri's Big Six champions and four from a strong Illinois team. Northwestern has Otto Graham, who is ticketed by experts as one of the best backs in football, plus a dozen veteran transfers and holdovers. Minnesota has its greenest team in a decade, but may be helped by Navy trainees. Other members of the conference are in poor shape—Ohio State, Indiana and Iowa have no available military manpower; Illinois and Wis-

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 AND
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Statistical sources for
THE FORGOTTEN MAN OF TODAY

(See pages 44-45)

U. S. Treasury Department
 (statistics of income)

U. S. Department of Commerce

War Production Board

Journal of the American Statistical
 Association

June, 1943 (paper by Dr. Rufus Tucker)

National Industrial Conference Board

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When your feet are sore, aching and dog-tired due to fatigue, just apply time-tested, popular OIL-O-SOL. It quickly brings such soothing, cooling relief you'll want to say, "happy feet are here again." This fine inhibitory antiseptic is also valuable in treating mosquito bites, sunburn, minor injuries: cuts, scratches, burns. Only 50¢ at drug-gists. Must satisfy or money back. Don't suffer. Get Mosso's OIL-O-SOL now.



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- 12—(1, 2) Frank Bauman-LOOK; (3) Monkmeier-Hobart; (4) Universal; (5) Warner Bros.; (6) RKO; (9) Paul Dorsey; (10) U. S. Army Signal Corps
- 13—(11, 15) F.P.G.; (12) European; (13) International; (16) Paramount; (17) Frank Bauman-LOOK; (18) Monkmeier-Watson; (19) Black Star; (20) Gutmann-Pix
- 14—(top left) Ewing Galloway; (others) Russ Schoch-LOOK
- 16—(drawing) Joel King; (photo) International
- 19—Harold Rhodenbaugh-LOOK
- 21—International
- 22—(top) New York Daily News
- 23, 24-25, 26-27 — Frank Bauman-LOOK
- 28—U. S. Army Signal Corps
- 29—(top left, bottom left and right) International; (on ship and in car) European; (center left) Acme; (center right) Wide World
- 30—left to right, top to bottom: (1, 7) Wide World; (2, 8, 10) Press Association; (3, 4, 5, 6, 9, 11, 12) Associated Press
- 32—(top) Acme; (others) Internat'l
- 34—Lt. J. D. Stamm
- 37—Harold Rhodenbaugh-LOOK
- 40, 42—Capa-Pix
- 47—Bob Sandberg-LOOK
- 48-49—(drawings) Glen Thomas
- 50-51, 52—Bob Sandberg-LOOK
- 54—Robert M. Lewis
- 56—Sgt. D. R. Raddetz, USMC
- 58—(top) Associated Press; (bottom) Frank Bauman-LOOK
- 60—Associated Press
- 61—(top left) Neal Douglass; (bottom left) Associated Press; (bottom right) Bob Hansen-LOOK
- 62-63—Associated Press
- 64—20th Century-Fox
- 65—Earl Theisen-LOOK
- 66—(top) Earl Theisen-LOOK; (bottom) Bob Sandberg-LOOK
- 68-69, 70-71 — Dan Becker, Graphic House



Bob Livingstone of Notre Dame is cut down by a U.S.C. tackler in Los Angeles Memorial Coliseum. The Irish-Trojan series, long one of the most hectic in college football, was abandoned this year to eliminate unnecessary travel.

to win the western Rose Bowl bid

consin, although Navy schools, uncovered few experienced trainees.

Notre Dame will field six veteran Irish linemen, but will lose the services of quarterback Angelo Bertelli and Captain Pat Filley after five games. The section's only other independent, Marquette, has some Navy assistance but reports prospects "less than fair."

The Big Six Is Hard Hit

Big Six strength again centers in Missouri, conference kingpin for the past several years, with Oklahoma a close second. This league lost heavily at the box office last year and will be hurt again. All coaches are pessimistic, holding that football is being continued only to keep men in good shape.

THE FAR WEST—The Pacific Coast Conference, most far-flung intercollegiate league in America, has been split into two divisions for the duration. In the north, Washington's Huskies are overwhelming favorites to meet the southern division winner in a play-off game which will decide the conference champion and potential western Rose Bowl bid. In the south, Southern California appears strongest, with California next.

Washington Has 18 Lettermen

With 18 members of the 1942 squad returning, the Huskies are regarded

as one of the nation's most rugged squads. The team has speed, weight, and abundant power. The roster is heavily dotted with Navy trainees from other Western schools. Conversely, Washington's opposition is hard pressed—lacking Navy men, Oregon, Oregon State and Washington State will be out-manned throughout the season.

At U. S. C., Coach Jeff Cravath was handed one of 1942's best passers, the sensational Jackie Fellows of Fresno State, along with a heavy assortment of experienced Coast players. To bolster these Marine and Navy players, U. S. C. has nine of its 1942 lettermen. California drew 11 members of the 1942 Stanford squad, plus many other veterans, in a shipment of 1100 Navy men. U. C. L. A., the 1942 champion, has average material, but Stanford—with no trainees on the campus—was forced to drop the sport for the duration.

West Coast Attendance Good

Despite juggled schedules, Coast teams again should draw exceptionally well at the gate, although Washington's prowess may hurt attendance in the north. However, this prediction—like all others—is based on the assumption that Navy and Marine trainees will play. For the show will go on only because these men have kept it alive.

GRANTLAND RICE PICKS LEADING TEAMS OF 1943

THE EAST—Army (West Point), Navy (Annapolis), Dartmouth, Yale

SOUTHERN CONFERENCE—Duke, North Carolina

SOUTHEASTERN CONFERENCE—Georgia Tech, Tulane, L.S.U.

SOUTHWESTERN CONFERENCE—Texas U., T.C.U., S.M.U.

WESTERN CONFERENCE—Michigan, Purdue, Northwestern

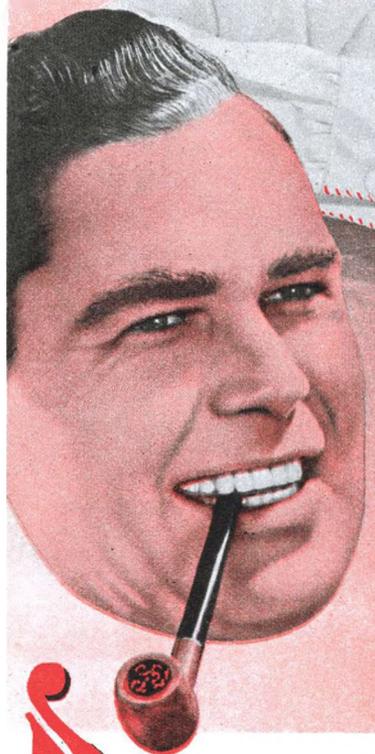
BIG SIX CONFERENCE—Missouri, Oklahoma

PACIFIC COAST CONFERENCE—Washington, U.S.C., California

INDEPENDENTS—Notre Dame, Southwestern (Tex.)

*Life smiles on the man
with*

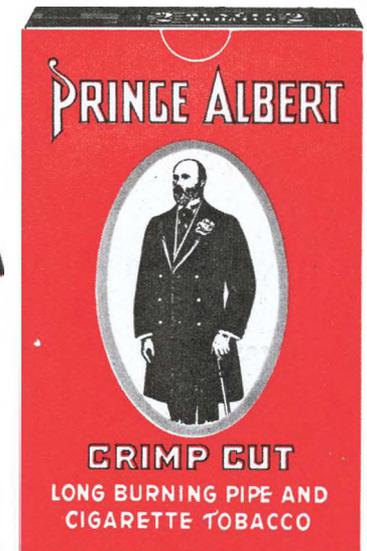
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Blonde or brunette—they prefer the man who smokes a pipe! But don't let 'em down! Follow through—with true PIPE APPEAL! Put Prince Albert in the bowl. FRAGRANCE to keep 'em smiling—on a date—at home—in the office—anywhere. GOOD TASTE to keep you smiling—rich taste, yet mild and mellow, easy on your tongue. P. A. is no-bite treated, crimp cut—the world's largest seller. Keep 'em smiling with Prince Albert Tobacco—PIPE APPEAL for all!

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50
pipefuls of fragrant
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**IT'S THE NO-BITE
SMOKE —
THE RICH TASTE
COMES THROUGH
MILDLY!**



HARRY JAMES

At 27, he has a \$10,000-a-week gross income, a movie-star wife and a million jitterbug admirers

Harry James, the idol of a million-odd jitterbugs, is a brown-haired, blue-eyed, frail-looking Gabriel with the most valuable upper lip in the world. To non-hep laymen, the lip appears commonplace. But to James, it is so sacred that he never shaves it. And to the jitterers, that lip—when fitted to the business end of a trumpet—evokes the most irresistible music heard anywhere since the Pied Piper of Hamelin began making trouble for the Bureau of Missing Persons.

"It's my bread and butter," Harry explains apologetically, a classic understatement. The lip is not merely James' bread and butter; it is his champagne and caviar. It has won him the most fanatic adulation ever accorded an orchestra leader, more publicity than most U. S. vice presidents and the hand of a glittering Hollywood actress. And, at present, it is grossing him approximately \$10,000 weekly.

His First Job: Turning Handsprings

Although their success is fairly recent, James and his lip are no musical-come-latelys. They've been known to jazz fans since 1936, to circus fans 10 years longer. Son of a circus band leader and a trapeze artist, James was born under the big top, named after Harry Haag, the circus owner, performed as a contortionist himself until a mastoid operation retired him prematurely at the age of 6.

The operation changed Harry's life. While convalescing, he took trumpet lessons from his father, joined the circus band at 9, was upped to soloist at 10. Here he acquired a taste for the florid, showy music which has rocketed him to the top of his trade. By 1936, James was playing with Ben Pollack, two years later joined Benny Goodman, in 1939 branched out for himself. Within a year he was \$42,000 in debt, and still sinking. Then he made a record which in turn made him—*You Made Me Love You*. Sales: approximately 2,500,000.

His Tax Bill: 92 Per Cent

Smart, enterprising and extremely personable, Harry James is not coasting on his new success. A sharp businessman, he drives a shrewd bargain, works himself harder than his band. He doesn't like to talk about his earnings, says that figures mean nothing when he pays 92 cents of every dollar in taxes. Playing almost constantly, he has little time to spend money. His biggest personal expense is clothes—for professional reasons, he owns 50 sharp suits, almost as many horsy sport jackets.

Recently divorced from Louise Tobin, former Goodman vocalist (they have two sons: Jeffery, 3; Timothy, 1), he married Miss Grable within a week. Characteristically, Betty was so excited she couldn't eat her wedding breakfast. Not Harry—dollar-wise, he ate his, then polished off Betty's, too.

James poses with his new wife, Betty Grable. Announcing their marriage, *Downbeat*, a music magazine, headlined: "Legs Bride of the Horn."



No playboy, James works almost 12 hours a night. He and his 27-piece band broadcast six shows a week, play dance music from 7 p.m. to 2 a.m., rehearse until 6 a.m. Harry rarely gets to bed before dawn, always eats a peanut butter and jelly sandwich just before retiring. In Hollywood, his hours are reversed. There he labors on a businessman's schedule—9 a.m. to 6 p.m.



M-G-M studio was quick to recognize James' box-office appeal, sign him to a long-term contract. Above, he pipes during the shooting of his next film, *Mr. Coed*, while his mother and father (second row) watch the show. Harry's present contract earns him around \$100,000 (gross) per picture, has three more years to run. Unlike many band leaders, he is unabashed by the camera.

What do you do when powder "snags" on your nose and cheeks?

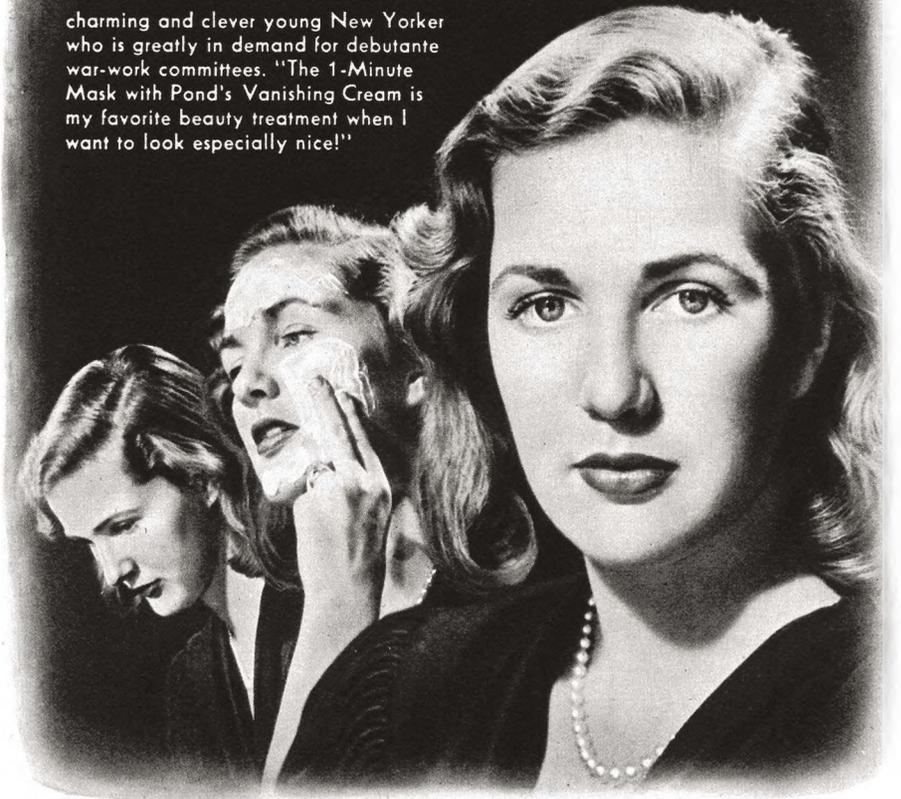
How can you make your skin smoother in 60 seconds?

What will make your face look clearer and lighter right away?

"This 1-Minute Mask!"

—says CYNTHIA McADOO

charming and clever young New Yorker who is greatly in demand for debutante war-work committees. "The 1-Minute Mask with Pond's Vanishing Cream is my favorite beauty treatment when I want to look especially nice!"



You'll love this 1-Minute Mask, too—



When your face is cluttered with scaly, dead skin cells—
When specks of imbedded dirt make your complexion look drab and unglamorous—



Give yourself a 1-Minute Mask with Pond's Vanishing Cream! Smooth a white mask of the cream over your whole face—except eyes. Leave the mask on one full minute. The cream's "keratolytic" action efficiently loosens and dissolves stubborn roughnesses and dirt particles. Tissue off.



Your complexion is "re-styled"!
— Feels gloriously softer . . .
— Looks clearer and lighter . . .
— Thrills! Make-up goes on smooth-as-silk . . . clings serenely—for hours!

"My favorite powder base, besides!"

"Besides using Pond's Vanishing Cream for a 1-Minute Mask 3 or 4 times a week, I smooth it on lightly before every make-up," says Cynthia McAdoo. "Pond's Vanishing Cream has always been my favorite powder base because it's neither greasy nor drying!"



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and worth it

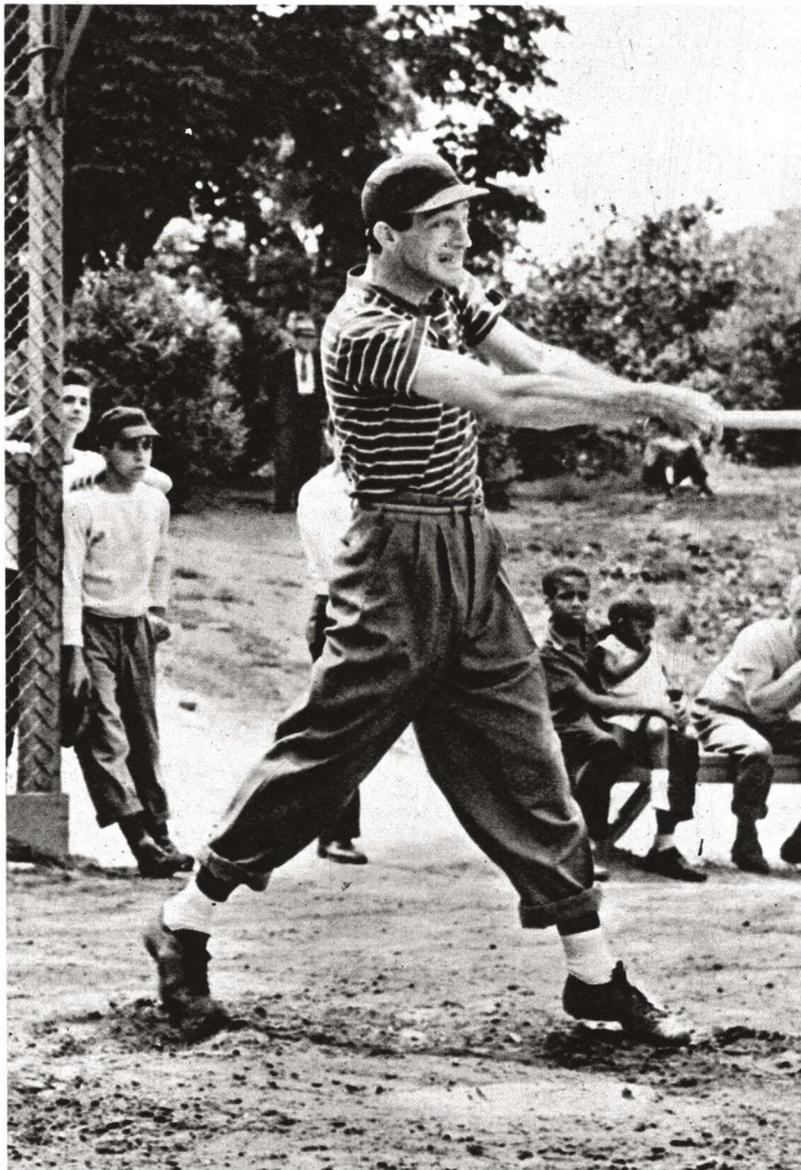
Master Cutlers not only hollow-grind Personnas from finest Swedish steel, and leather-strop each one. They also give every blade the going-over of its life in 17 inspections. Result—perfect blades, perfect shaves, *always*. Fit your double edge razor perfectly.

Fine as a Rare Jewel

PERSONNA BLADE CO., Inc.
599 Madison Avenue, N. Y. C.
If your dealer can't supply you, send check or money order to Dept. C.



James can play any type of tune—clipped jazz, syrupy ballads, ornate show pieces such as *Flight of the Bumblebee*. Gifted with exceptionally strong lungs and cheeks (note bulge as he hits a high note), he can play for hours. His three hand-tailored trumpets cost \$350 each, must be "broken in" like a new automobile, will be worn out in three years.



Off the bandstand, Harry has but one hobby: baseball. He pals with big leaguers (Mort Cooper, Gerry Priddy), roots for Brooklyn (he composed *Dodger Fan Dance*), plays third base on his own team (above: he ignominiously strikes out). In public, James is affable and polite, never refuses an autograph, says flatly—"Jitterbugs made me and I love them."



**PROPER FILLING
MAKES PENS WILLING**

No smudge and no dirt, no sand and no grime. Ideas flow fast into words every time. Your Ink-O-Graph races, when properly filled. Hard work becomes play, and everyone's thrilled! If Ink-O-Graph filling's a mystery to you, read the offer below and learn what to do. So you, too, can enjoy a wonderful time, with no smudge and no dirt, no sand and no grime!

ONLY ONE PERSON IN 5,000 KNOWS HOW TO FILL ANY FOUNTAIN PEN PROPERLY!

An Ink-O-Graph Pen will give perfect satisfaction for many years—equal to that you expect from the highest-priced fountain pen—*provided you fill it properly*. If you haven't received one of our instruction sheets from your dealer, send us a 3c stamped, self-addressed envelope and we will mail you a copy.

Beware of imitations—Only by getting the genuine can you enjoy all the advantages offered by Ink-O-Graph. Look for the name Ink-O-Graph on every pen.



Deluxe Model INK-O-GRAPH \$2
Inkograph Co., Inc., 202 Hudson St., N. Y. C.



ONE WOMAN'S TELLING ANOTHER
... for simple headaches try a "BC" Headache Powder. Its fast working prescription-type ingredients help soothe minor headache and neuralgic pain. Keep a package handy!

QUICK-ACTING
"BC"
for **HEADACHES**
neuralgic and muscular pains




**Headache tip to
WAR WORKERS**

Headaches tend to slow you down... impair your efficiency. Keep a package of quick-acting "BC" Headache Powders handy and be prepared for that next headache. 10¢ and 25¢ packages at all drug stores. Use only as directed.

PHOTOCRIME SOLUTION

(See page 14)

When Jan Kemp, through a strange coincidence, found himself alone in a hospital room with his hated rival, Earl Lyle, he thought of the sleeping Lyle's bad heart, and decided upon murder. Owing to Lyle's condition, Kemp was able to smother him with neither struggle nor noise. But as Lyle's arms were under the covers, Kemp did not know that Lyle's hands were so badly broken and completely bandaged that he could not use them in any manner! Thus when, in a sudden panic, Kemp called nurse Mona Bruce by pressing the buzzer button over Lyle's bed, he switched on the current for his own execution. Cobb understood the significance of the broken hands. An autopsy proved that Lyle died of suffocation.

CAT'S

The quality heel and sole with 9 lives!



PAW

NON-SLIP RUBBER HEELS & SOLES

Women at War! Pay Attention to Tampax

Internal sanitary protection
makes work easier on
"those days"



When your entire daily life is speeded up by war conditions, you will find Tampax a great help on such days... For Tampax is worn internally. It requires no belts, pins or pads. It is neither bulky nor bulgy and there is no odor... Think what this means to plant workers traveling in buses and to housewives on their feet early and late, giving their best to the war effort... Perfected by a doctor, Tampax is made of pure surgical cotton. Wearer does not feel it when in place. Cannot chafe. Easy disposal. Ask for "Tampax" at your drug store or notion counter; full instructions in package. Buy it before next month; have it ready. Tampax Incorporated, Palmer, Mass.

PHOTOQUIZ ANSWERS

(Pages 12-13) 1—(b) binoculars. 2—(a) halter. 3—(c) water lily. 4—(a) Charlie McCarthy. 5—(c) Smith; she is Alexis Smith of the movies. 6—(d) King Kong, in the movie of the same name. 7—(d) pony. 8—(b) Peter Lorre. 9—(a) tongue depressor. 10—(b) New York. 11—(d) Brandenburg Gate (in Berlin). 12—(c) (Pietro) Badoglio, Mussolini's successor as premier of Italy. 13—(a) jai alai. 14—(b) New Georgia. 15—(b) straws. 16—(a) Pilar, in *For Whom the Bell Tolls*; she's Katina Paxinou. 17—(c) Chihuahua. 18—(d) cauliflower. 19—(b) U. S. Marine Corps. 20—(a) Dorothy Dix.

CORNS GO FAST

Doctor's 4-Way Relief Acts INSTANTLY

Dr. Scholl's Zino-pads instantly stop tormenting shoe friction; lift painful pressure; keep you foot-happy! Cost but a trifle. At Drug, Shoe, Department Stores.

1. Sends pain flying
2. Quickly removes corns
3. Prevents corns, sore toes
4. Eases tight shoes

Dr. Scholl's
Zino-pads



HEALTH QUIZ

- | | YES | NO |
|--------------------------------|--------------------------|--------------------------|
| Do you have headaches? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you lack pep or vigor? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you get irritable easily? | <input type="checkbox"/> | <input type="checkbox"/> |
| Do you feel depressed—nervous? | <input type="checkbox"/> | <input type="checkbox"/> |

The liver should pour out about 2 pints of bile juice into your bowels every day. If this bile is not flowing freely, your food may not digest. It may just decay in the bowels. Then gas bloats up your stomach. You get constipated. You feel sour, sunk and the world looks punk.

It takes those good, old Carter's Little Liver Pills to get these 2 pints of bile flowing freely to make you feel "up and up." Get a package today. Take as directed. Effective in making bile flow freely. Ask for Carter's Little Liver Pills, 10¢ and 25¢.



ITCH CHECKED In A Jiffy

Relieve itching caused by eczema, athlete's foot, scabies, pimples and other itching conditions. Use cooling, medicated D. O. D. Prescription. Greaseless, stainless. Soothes, comforts and checks itching fast. 35¢ trial bottle proves it—or money back. Ask your druggist today for D. O. D. Prescription.

LOOK'S RECORD GUIDE

Reviews by Leonard Feather
Prominent Composer, Lecturer and Critic



Bing Crosby

IF YOU PLEASE

The easy, unaffected style which lifted Bing Crosby to the top a decade ago and has kept him there ever since is used to advantage in this rendition of a tune from the newest Crosby film, *Dixie*. Backed by the Ken Darby singers, Bing performs without instrumental accompaniment. His phrasing is excellent on this and the second side, *Sunday, Monday or Always*. (Decca)



Duke Ellington

SENTIMENTAL LADY

This pensive melody, composed by Duke Ellington and played by his superb orchestra, is the most attractive instrumental record in months. Taken at a slow tempo, it features the exquisite alto saxophone work of Johnny Hodges, plus a brief Rex Stewart cornet interlude. The reverse, *A Slip of the Lip Might Sink a Ship*, offers more Hodges, a vocal by Ray Nance. (Victor)



Bea Wain

BLUE RAIN

Bea Wain, a former Larry Clinton vocalist who is one of the better radio singers, revives a tune which was mildly successful several years ago and currently is being ballyhooed as a hit. Miss Wain sings in a piquant style against a rhythmic background provided by Walter Gross and a studio orchestra. On the second side, she renders *Hello My Lover, Goodbye*. (Bluebird)



Frank Sinatra

SUNDAY, MONDAY OR ALWAYS

The Bing Crosby film, *Dixie*, provided the tune Frank Sinatra sings on this record to the accompaniment of a mixed choir of radio vocalists. Sinatra croons with agreeable restraint and enormous appeal for juke-box fans. The performance is melodically pleasant and undoubtedly will become a best seller. On the reverse is similar stuff: *If You Please*. (Columbia)



Perry Como

GOODBYE, SUE

The wave of crooning records continues unabated with this release of two slow, slushy numbers (the reverse: *There'll Soon Be a Rainbow*) sung by Perry Como, a onetime barber who vocalized for seven years with the Ted Weems band. Again, the accompaniment is by a vocal group because the musicians' union is still striking against recording companies. (Victor)



Lotte Lehmann

FRAUENLIEBE UND LEBEN

Soprano Lotte Lehmann and pianist-conductor Bruno Walter, who gave joint recitals at a number of Salzburg festivals in prewar days, team up again in this album of eight poems set to music by Robert Schumann a century ago. Mme. Lehmann sings the romantic lyrics and melodies in German. The title (translation: *Woman's Love and Life*) keynotes the group. (Columbia)



Artie Shaw

NOW WE KNOW

Only notable reissue of the month is this Artie Shaw interpretation of Willard Robison's hit of several years ago. The vocal is sung by Martha Tilton against a lush background of strings. In his solo work, Shaw stays close to the original melody. On the reverse is another reissue—Freddy Martin's *All or Nothing at All*, which is inferior to other versions now available. (Victor)



Dick Haymes

I NEVER MENTION YOUR NAME

Dick Haymes follows his enormously successful versions of *You'll Never Know* and *Wait for Me Mary* (the swoon set gobbled up 1,000,000 copies) with another torchy record which should sell in carload lots. This side and the reverse, *I Heard You Cried Last Night*, are sentimental ditties backed by another of those omnipresent vocal groups—the Song Spinners. (Decca)

BEST SELLERS ALSO RECOMMENDED

- HEARD YOU CRIED LAST NIGHT—Harry James (Columbia)
- MY IDEAL—Billy Butterfield (Capitol)
- YOU'LL NEVER KNOW—Frank Sinatra (Columbia)
- BEAR-MASH BLUES—Erskine Hawkins (Bluebird)
- WARSAW CONCERTO—Freddy Martin (Victor)
- TALES OF OUR COUNTRYSIDE—Leopold Stokowski (Columbia)



Frankie's the lad who traded in his marbles for a piano at age six! Since then his agate has been his ability to play circles 'round most music going.

Squaring the circle, he writes 'em and then Heidts 'em with Horace. (He's the early bird who brightened the horizon with "Sunrise Serenade.")

Carle's now breaking up chords nicely into 5ths and 3rds exclusively for Columbia Records.

Frankie has a way of warming up old musical memories until they glow—but he can just as easily inspire you to cut an Oriental.

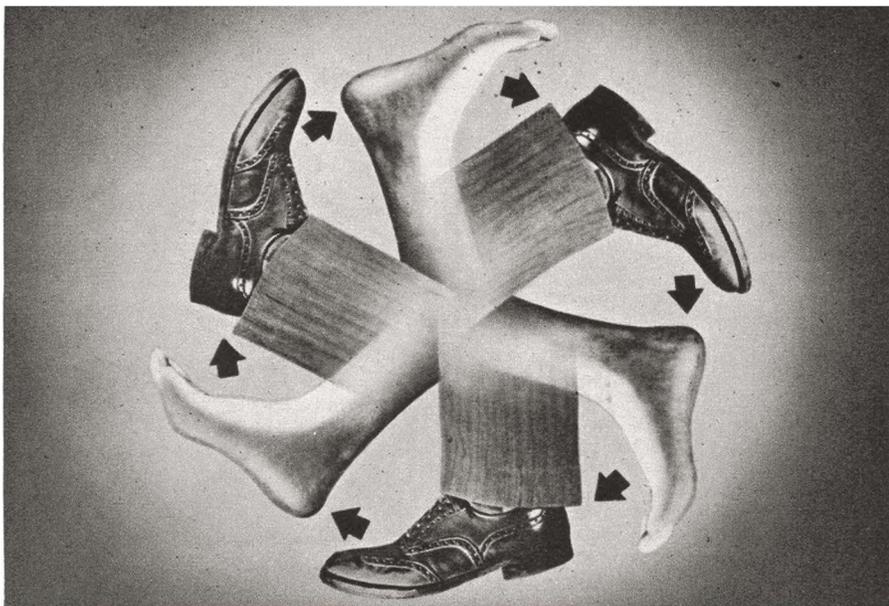
Grab your hat and run to your Columbia Dealer... where currently Carle's heard on Columbia Records in two albums: *AT THE PIANO* (C-23) and *FRANKIE CARLE ENCORES* (C-70).

★ ★ ★

AT THE PIANO: A Lover's Lullaby, Sunrise Serenade, Hindustan; Stumbling, Estelle; Twelfth Street Rag, Sweet Lorraine; Barcarolle, Prelude in C-Sharp Minor.

FRANKIE CARLE ENCORES: Somebody Loves Me, I Know That You Know; Swingin' Down the Lane, The Love Nest; I Can't Believe That You're in Love With Me, After You're Gone; The One I Love Belongs to Somebody Else, Sweet and Lovely.

COLUMBIA RECORDS



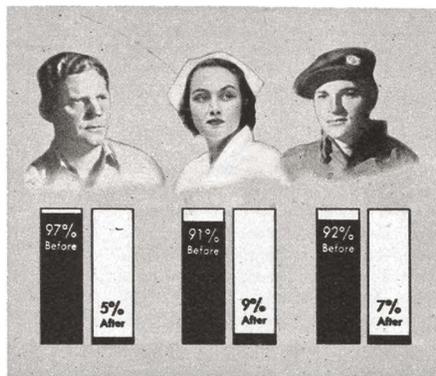
SHOES INFECTED WITH ATHLETE'S FOOT MAY START VICIOUS CIRCLE OF RE-INFECTION

U. S. WAR EFFORT SPEEDED BY NEW SUCCESS OVER ATHLETE'S FOOT



A NEW fungicidal powder is scoring sensational victories in the nation's wartime fight against Athlete's Foot — on the fighting fronts, on the production front! Results obtained with *Quinsana* in combating

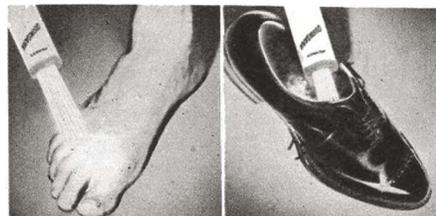
the disease are important news, since surveys show that Athlete's Foot infects over 70% of adults, including war workers, each year. *Quinsana* is based on new knowledge that the fungi which cause Athlete's Foot cannot live under certain *alkaline* conditions, and may thrive in shoe linings—as well as on feet—creating a *vicious circle* of re-infection.



REMARKABLE RESULTS among thousands of persons is shown above; note incidence of Athlete's Foot before (*left*) and after (*right*) 30-days *Quinsana* treatment. Unlike liquids and ointments, *Quinsana powder* is conveniently used in *shoes*, as well as on feet. Used in shoes, *Quinsana* absorbs moisture, reducing chances of re-infection from this source.



HAVE YOU BEEN SHOCKED to find that you have Athlete's Foot? Watch for common symptoms—chronic peeling and cracks between toes, blisters, itching, soggy skin. Even mild cases may suddenly become serious. Inflammation may mean secondary infection; see physician or chiropodist. (Diabetics should be doubly sure to use *Quinsana* every day).



DAILY 2-WAY TREATMENT with *Quinsana* helps *prevent* as well as relieve Athlete's Foot. Everyone should use *Quinsana* as regularly as soap and water; it is as easy to use as talcum powder. Excellent also for excessive perspiration, foot odor. *Quinsana* is fungicidal, bactericidal, non-irritating, absorbent. *Pharmaceutical Division, The Mennen Co., Newark, N. J.*



These are hep-cats in a typical killer-diller groove —mouths open, arms flapping, all feet off the floor

JITTERBUGS

They don't dance; they twirl, sway, jump, spin, stamp, vault and leap. No holds are barred, no gyrations too fantastic. On these pages, LOOK offers samples of their rug-cutting capers—shot as 1500 of them jived "out of the world" at a monster Jitter Jamboree staged by RKO theaters.



CONTINUED ON NEXT PAGE

COLLEGE GIRL'S "TWIN"

helps mother do
absentee dressmaking



1. *It used to be a mad scramble,* getting all of Betty's clothes planned and made before she left for school. And later on, Betty usually had ideas for more clothes... after she was 500 miles away! But this year, Betty's mother had an inspiration.

2. *Before leaving, Betty visits her* Singer Sewing Center and has a Singer Form molded. The thin plastic-like material reproduces every curve. In 30 minutes, off it comes like a shell. And Singer finishes it to make it durable, and warp-proof.



3. *Just like fitting Betty—only easier!* Betty writes home describing the new clothes she needs, mother pins and fits them on the Singer Form. It takes less time than if Betty were there, the way she used to hate fittings. And if a dress fits Betty's Singer Form*, it's bound to fit her!

4. *New clothes by parcel post—* and every dress perfect! Betty's mother can do clever things with out-dated dresses, too, fixing them over on Betty's double. "I've never had so many keen clothes!" Betty writes. And her mother brags they've never cost so little!



*Reg. U. S. Pat. Office—available in U. S. only.

Are you a busy war worker? Order a Singer Form, and have dresses made, without a single fitting.

Do you make your own clothes? A Singer Form does away with tedious try-ons, makes dressmaking twice as easy.

See your Singer Shop for free consultation and complete details.



SINGER Sewing Centers Everywhere

SINGER SEWING MACHINE CO.

Copyright 1943, U.S.A., by The Singer Manufacturing Co. All rights reserved for all countries.

"You're stealing my husband!"



1. It was a terrible thing to say—to my best friend! But I couldn't understand why Paul had become so indifferent—so cold to me. And when I saw him being nice to Eileen, I guess I lost my head . . .



2. Instead of getting mad, Eileen simply said, "You're upset and imagining things. Let's talk this over sensibly." Then I sobbed out the whole sad story—suspicions, fears, the trouble between Paul and me. "Darling," she said, "it may be your fault. There's one neglect most husbands can't forgive—carelessness about feminine hygiene."



3. "The doctor I work for," Eileen went on, "advises Lysol disinfectant for feminine hygiene." Then she told me how Lysol solution cleanses thoroughly and deodorizes, and won't harm sensitive vaginal tissues. "Just follow the directions," she said. "It's so easy. You know, thousands of modern women use Lysol for this purpose."



4. Paul and I are so happy now. Eileen was right about Lysol. I've learned that it's easy and economical to use—and it works. But I still blush when I think how unjustly I accused Eileen—and how grand she was to me!

Check this with your Doctor

Lysol is Non-caustic—gentle and efficient in proper dilution. Contains no free alkali. It is not carbolic acid. Effective—a powerful germicide, active in presence of organic matter (such as mucus, serum, etc.). Spreading—Lysol solutions spread and thus virtually search out germs in deep crevices. Economical—small bottle makes almost 4 gallons of solution for feminine hygiene. Cleanly odor—disappears after use. Lasting—Lysol keeps full strength, no matter how often it is uncorked.



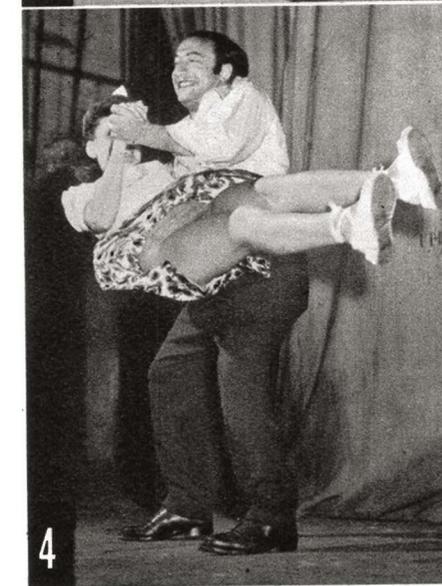
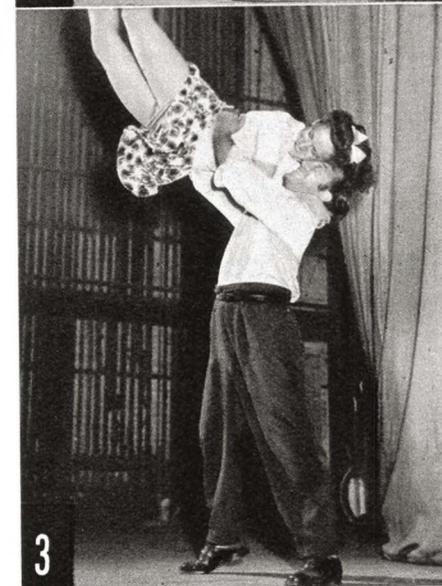
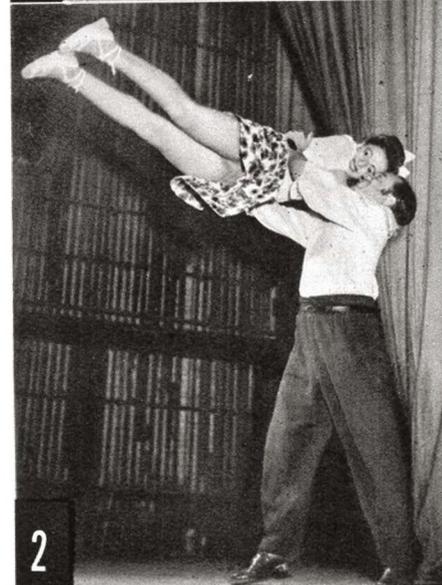
Lysol
Disinfectant

FOR FEMINE HYGIENE



Copyright, 1948, by Lehn & Fink Products Corp.

JITTERBUGS . . . A fast camera records the acrobatic



For new FREE booklet (in plain wrapper) about Feminine Hygiene, send postcard or letter for Booklet L. M.-943. Address: Lehn & Fink, 683 Fifth Ave., New York 22, N.Y.

★ BUY WAR BONDS AND STAMPS ★



How to help deflake your faded dried-up AGING 'TOP-SKIN'



Easy Quick Way To Reveal More Radiant,
Fresh Under-Skin Beauty. Also Wonderful
For Blackheads and Enlarged Pore Openings!

Here's a beauty treatment whose enchanting results you just won't believe possible until you try it. And it's all based on such a simple principle of nature — YET one which plays a most important part in helping girls achieve exquisitely beautiful skin.

Day in and out—a "deflaking" process is constantly going on in your skin. If not—your skin often appears dry, muddy colored, coarse textured and *unlovely* due to this older or "aging" layer of skin. And here's where Edna Wallace Hopper's White Clay Pack performs such beauty magic in helping this "deflaking" process along.

A Real Short Cut To Beauty

Hopper's White Clay Pack has a mild rubefacient or "blushing" action which helps you look ravishingly lovely—youthfully radiant—skin aglow—on short notice. It's especially helpful in clearing away "top-skin" debris with its old discolored, dried up skin cells.

HERE'S WHAT TO DO: Just smooth Hopper's White Clay Pack over your face and throat. It gives you the same wonderful massage-like effects of an expensive facial. Wash

off when dry (takes only 8 minutes).

Now don't expect any *instant* beauty miracle. But you'll certainly be thrilled the way even this first application makes your skin appear so much smoother, fresher, clearer—so *alive!*

Used weekly—Hopper's White Clay Pack actually helps you maintain captivating "top-skin" beauty thruout the years. All drug, department and 10¢ stores.



HOPPER'S HOMOGENIZED FACIAL CREAM

Unsurpassed Night Cream for Face and Throat

Hopper's Facial Cream just can't be beat to lubricate dry, rough, fading skin. Always gently press an *extra* amount over any lines or wrinkles. Use *every* night—mornings, too. A marvelous powder base.

Edna Wallace

HOPPER'S WHITE CLAY PACK



(and even her husband admits he'd never know she uses Clairol!)

Mrs. L—freely admits she had no thought of romance when she first decided to use Clairol, the original shampoo tint. After all, she'd been a widow for quite a few years. But anyone can tire of drab, unattractive gray hair. So she had a Clairol treatment and quickly found her self-confidence restored. When she met Mr. L— at a friend's house, it was a case of love at first sight—for both of them! They're married now, and Mrs. L— wisely continues to keep herself attractive to her husband . . . thanks to Clairol!

CLAIROL KEEPS THIS WOMAN'S SECRET— and it will keep yours. With one quick, pleasant application, it permanently colors every trace of gray hair. NO OTHER PRODUCT gives such natural-looking results. There are 23 laboratory-tested shades to choose from. And each shade completely avoids that "tattle-tale," brassy, ugly look of old-fashioned dyes. Refuse substitutes that can't give you Clairol's beautiful results. Better beauty shops feature genuine Clairol. A Clairol treatment costs you no more, so be sure you get Clairol.

FREE—"11 Secrets for Beautiful Hair." This booklet tells you how to give your hair radiant beauty . . . scientifically. Just write to CLAIREOL, INC., Dept. K-8, Box 1455, Stamford, Conn.

COPYRIGHT 1943, CLAIREOL, INC.

CLAIREOL

REG. U. S. PAT. OFF.

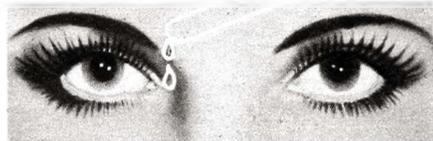
The Original Shampoo Tint

Caution: Use only as directed on the label

EYES TIRED?



TWO DROPS



QUICK RELIEF

Eyes tired? Do they smart and burn from overwork, sun, dust, wind, lack of sleep? Then soothe and refresh them the quick, easy way—use Murine. Just two drops in each eye. Right away Murine goes to work to relieve the discomfort of tired, burning eyes. Murine is a scientific blend of seven ingredients—safe, gentle—and oh, so soothing! Start using Murine today.



MURINE
FOR YOUR EYES

SOOTHES • CLEANSSES • REFRESHES
★ Invest in America—Buy War Bonds and Stamps ★

HOT, TENDER FEET?

Dr. Scholl's Foot Powder quickly relieves hot, tired, tender, perspiring feet. Eases tight shoes. Soothing. Send it to boys in Service. 35¢

Dr. Scholl's FOOT POWDER



Desperate men plunge from the deck of a burning ship into a flaming ocean—one of the high spots of the film.

LOOK'S NEW MOVIE REVIEW

CORVETTE K-225

Strong, salty saga of a pint-size "floating powder keg"

For 20 years, wiry 115-pound Dick Rosson (see next page) has been known as a "shock absorber"—Hollywoodese for a director who thinks a foot of film is more important than his neck. Rosson has been torpedoed, snowbound and dumped out of burning planes. He has lived on Arctic ice floes, once shared a maco tree with a python and, in 1939, was arrested in Austria as a spy and spent 42 days in a Nazi prison.

Universal has now given him another daredevil stint, a Howard Hawks production—*Corvette K-225*. Shallow-bottomed so that torpedoes go

under them, corvettes are the roughest craft afloat—navy men say they'll roll on wet grass. Crammed with depth charges, they explode when hit.

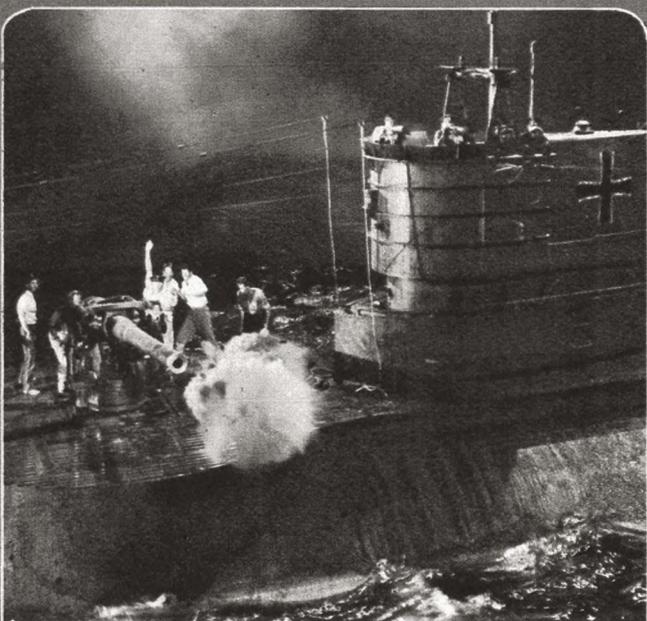
For 2½ months, 50-year-old Rosson and his cameramen rode bucking Canadian corvettes on Atlantic convoy duty—sleeping on deck when it wasn't too rough, on TNT crates below when it was. The director broke his wrist, waited four days for medical care. But the 75,000 feet of action film he got (later edited to 6,000 and buttered lightly with Hollywood romance and heroics) make one of the real thrillers of the war.



1 Director Dick Rosson (right) and the captain of the Canadian corvette from which Rosson shot actual battle scenes like the one shown at right.



2 Corvette K-225 is the tale of a warship from its launching to near-death in a savage sea fight. Here she spots a sub and drops a depth charge.



3 The Nazi sub slithers to the surface, opens fire on one of the ships in the convoy. The K-225 maneuvers, engages the sub in a running battle.



4 Battered - the K-225 fights on. Wounded Skipper MacClain (Randolph Scott) manages to blast the submarine — as German aircraft appear overhead.

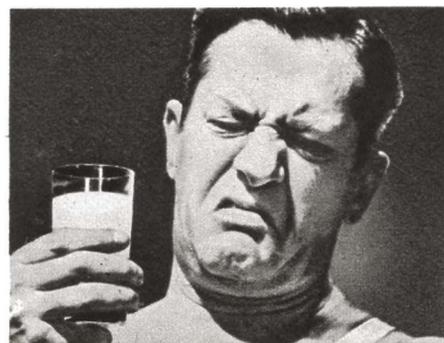


5 Allied planes rescue the K-225. No doctor aboard, wounded receive first aid. The corvette, her big gun shattered, doggedly rejoins the convoy.



6 As the dead are buried at sea, the K-225 limps on. "I hope," said Rosson, "that this film is adequate tribute—corvette crews have what it takes."

THE CHAMP WHO KNOCKED HIMSELF OUT!



I'M CHAMP RIVETER out at the plant. Six-foot-two and strong as an ox. Whenever I used to need a laxative, I'd take what I thought was a "he-man's" medicine. It tasted awful! And what a wallop that stuff packed—almost knocked me for a loop.

SOME LAXATIVES ARE TOO STRONG!



LATER ON I SWITCHED to another kind of laxative. It tasted pretty bad, too. But I wouldn't have minded *that* so much, if it had done me any good. The trouble was that I didn't get the proper relief.

SOME LAXATIVES ARE TOO MILD!



ONE DAY MY FOREMAN suggested Ex-Lax! Now *there's* a laxative for you! It tastes swell — just like fine chocolate! And it works better than anything I've ever used. Thoroughly, effectively — but *gently*, too! Ex-Lax is not too strong, not too mild...

EX-LAX IS JUST RIGHT!

As a precaution, use only as directed

IF YOU HAVE A COLD AND NEED A LAXATIVE—

Don't dose yourself with harsh, upsetting purgatives. Take Ex-Lax! It's thoroughly effective, but kind and gentle.

EX-LAX
THE "HAPPY MEDIUM" LAXATIVE

10c and 25c at all drug stores

It's a
BIG PICTURE

THEY'RE ALL HERE—
Your network favorites
in a GIANT JOY JAMBOREE

The greatest galaxy of radio topnotchers ever gathered together in one grand entertainment! It's a screenful of talent, laughter and music!



Hoosier Holiday



Starring

RADIO'S POPULAR ENTERTAINERS

THE HOOSIER HOT SHOTS

THE MUSIC MAIDS

GEORGE D. HAY as "THE SOLEMN OLD JUDGE"

ISABEL RANDOLPH as "MRS. UPPINGTON"

Courtesy of "Fibber McGee and Molly"

GEORGE "SHUG" FISHER

LILLIAN RANDOLPH as "BIRDIE"

Courtesy of "The Great Gildersleeve"

Featuring

**DALE EVANS
GEORGE BYRON
EMMA DUNN
THURSTON HALL**



Buy War Bonds and Stamps

It's a
REPUBLIC PICTURE

LOOK'S MOVIE GUIDE

The films below, previously reviewed, are recommended:

THE MORE THE MERRIER
BATAAN THE HUMAN COMEDY
MR. LUCKY DIXIE
WATCH ON THE RHINE
FIVE GRAVES TO CAIRO
BACKGROUND TO DANGER



SO PROUDLY WE HAIL

A handkerchief dampener, based on the experiences of Army nurses on Corregidor. Veronica Lake and Claudette Colbert (above) are starred with Paulette Goddard and Sonny Tufts. (Paramount)



FOR WHOM THE BELL TOLLS

Ingrid Bergman and Gary Cooper (above) star in a graphic adaptation of Ernest Hemingway's best-selling novel about the Spanish civil war. With Katina Paxinou, Akim Tamiroff. (Paramount)



THIS IS THE ARMY

An elaborate filming of Irving Berlin's show presents 350 service men of the stage original, plus Lieut. Ronald Reagan and Joan Leslie (above), George Murphy and Sgt. Joe Louis. (Warner Bros.)



HOLY MATRIMONY

A famous painter (Monty Woolley, above with Melville Cooper) whimsically pretends he is dead—and has trouble coming to life again. Gracie Fields plays his unbelieving wife. (20th Century-Fox)



BOMBER'S MOON

German prisons, a lady doctor, underground and Gestapo, and stolen aircraft make a thriller. George Montgomery (above, with Annabella) is the hero pilot, and she's the doctor. (20th Century-Fox)



SALUTE TO THE MARINES

A sentimental tear-jerker about the tough old Marine sergeant (Wallace Beery, above) who, like the old fire horse, couldn't retire. Setting is the Philippines; time, the present war. (M-G-M)



STRANGE DEATH OF ADOLF HITLER

Ludwig Donath, who once acted before Adolf Hitler, plays the dual role of Hitler himself and of the Fuehrer's impersonator in a wishful melodrama circling around a much-desired death. (Universal)



THE CONSTANT NYMPH

Margaret Kennedy's famous novel comes to the screen in a handsome production. Charles Boyer (above, with Joan Fontaine) plays the romantic musician; Alexis Smith is his unhappy wife. (Warner Bros.)



HEAVEN CAN WAIT

A star-studded Lubitsch comedy expounds the theory that heaven isn't "for prudes only." Laird Cregar—Satan—tells Don Ameche (above) that he has come to the wrong place. (20th Century-Fox)



BEST FOOT FORWARD

Lucille Ball comes to the prom at a boy's military school. Also in the cast are Virginia Weidler, Tommy Dix, William Gaxton and (above) Harry James and a bright new comic, Nancy Walker. (M-G-M)



THE SKY'S THE LIMIT

Should a war-bound flier marry? Fred Astaire, as a Flying Tiger, runs up against this poser. Joan Leslie is his dancing partner, and Robert Benchley (above) guarantees the comedy. (RKO - Radio)



ABOVE SUSPICION

In this dramatization of a best-selling novel, two touring honeymooners (Joan Crawford and Fred MacMurray, above) work for British Intelligence in prewar Germany. With Conrad Veidt. (M-G-M)



I DOOD IT

A pants presser wears his customers' duds to win a glamorous stage star in this movie most notable for its music. With Jimmy Dorsey, Eleanor Powell and, of course, Red Skelton. (M-G-M)



TARTU

Robert Donat turns secret agent and saboteur to destroy a Nazi poison gas plant. Valerie Hobson (above, with Donat), Glynis Johns and Walter Rilla share in the acting honors. (M-G-M)



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